



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

**DAIRY DEVELOPMENT**

**POLICY NOTE  
2023-2024**

**DEMAND No.8**

**S.M. NASAR**

**MINISTER FOR MILK AND DAIRY DEVELOPMENT**

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**Government of Tamil Nadu  
2023**

# INDEX

<b>S. No.</b>	<b>SUBJECT</b>	<b>PAGE No.</b>
1	Introduction	1
2	Dairy Development Department – An overview	3
3	Three-Tier Dairy Co-operative System in Tamil Nadu	9
4	Primary Milk Producers' Co-operative Societies	11
5	District Co-operative Milk Producers' Unions	22
6	The Tamil Nadu Co-operative Milk Producers' Federation Limited (TCMPF)	32
7	Milk and Milk Products Marketing	46
8	Quality Assurance Activities	57
9	Schemes	59
10	E-Governance Activities	71
11	Welfare Measures Offered to Milk Producers'	73
12	Staff Welfare Measures	79
13	Sustainable Development Goals	80

<b>S. No.</b>	<b>SUBJECT</b>	<b>PAGE No.</b>
14	Initiatives and Implemented Announcements	82
15	Budget Allocation	88
16	Conclusion	91

# **DAIRY DEVELOPMENT DEPARTMENT**

## **POLICY NOTE 2023-2024**

### **1.INTRODUCTION**

Dairying is one of the biggest agri-business in India and a significant contributor to Indian economy. The dairy sector is the most critical component of the livestock sector. It plays a significant role in generating gainful employment in the rural sector, particularly among the marginalized sections of the society like landlesspeoples, small, marginal farmers and women.

India continues to be the largest producer of milk in the world, with a total milk production of 221.06 million tonnes in 2021-22. Several measures have been initiated by the Government of India to increase the productivity of livestock, which have resulted in increasing milk production significantly. The milk production has increased by 5.29% in 2021-22

over the previous year. In India, the percapita availability of milk is 444 grams per day in 2021-22.

The cooperative societies, especially in the agriculture, dairy and fisheries sectors, provide the rural population with livelihood opportunities and a financial safety net with a community-based approach. Cooperatives hold the key to rural economic transformation.

A focus on the dairy sector has diversified farmers' income making them more resilient to adverse weather shocks. Dairy sector has led to sustainable and inclusive development of the landless peoples, small, marginal farmers and women.

### **1.1. Dairy Sector - Scenario in Tamil Nadu**

As per Basic Animal Husbandry Statistics 2022, milk production in Tamil Nadu is 10.10 million tonnes during 2021-22, contributing a share of 4.57% of total milk production in the country. The milk production in Tamil Nadu has increased during this period by 4.75% when compared to 2020-21.

The per capita availability of milk has increased from 316 grams per day in 2019-20 to 362 grams per day during 2021-22.

## **2. DAIRY DEVELOPMENT DEPARTMENT - AN OVERVIEW**

To coordinate the dairy activities in Tamil Nadu, Dairy Development Department was formed during the year 1958.

From 01.08.1965, the administrative and statutory control of all Dairy Co-operative Societies was transferred to the Dairy Development Department from the Co-operative Department.

The Tamil Nadu Dairy Development Corporation was formed in the year 1972 under the Companies Act, to manage all the commercial activities of the department.

In 1981, Tamil Nadu Government adopted three-tier milk co-operative system. Consequently, all the activities of the Tamil Nadu Dairy Development Corporation were transferred to the apex level society i.e., Tamil Nadu Co-operative Milk Producers' Federation which was registered under TamilNadu Co-operative Societies Act.

The Commissioner of Milk Production and Dairy Development serves as both the functional Registrar for all dairy cooperative societies in Tamil Nadu as well as head of the Dairy Development Department.

## **2.1. ADMINISTRATIVE STRUCTURE OF DAIRY DEVELOPMENT DEPARTMENT**

The Dairy Development Department is functioning under the Animal Husbandry, Dairying, Fisheries and Fishermen Welfare Department of the Tamil Nadu Government.

The Commissioner of Milk Production and Dairy Development is assisted by One Deputy Milk Commissioner (Co-Operation), one Deputy Registrar (Head Quarters) and one Deputy Registrar (Statutory).

In district level, there are 29 circle offices functioning, which covers 38 revenue districts. Each circle office is headed by Deputy Registrar (Dairying). Also, Co-operative Sub-Registrars and Senior Inspectors are working in the field level.



## **2.2. FUNCTIONS OF THE DAIRY DEVELOPMENT DEPARTMENT**

The Dairy Development Department performs various functions under the provisions of the Tamil Nadu Co-operative Societies Act, 1983 and the Tamil Nadu Co-operative Societies Rules 1988 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 guidelines, taking statutory actions on the audit report and special reports in the interest of the public.

## **2.3. OBJECTIVES OF DAIRY DEVELOPMENT DEPARTMENT**

- Formation and registration of new Milk Producers Co-operative Societies and Milk Consumer Cooperative societies

- Ensuring participation of milk producers in the administration of dairy co-operative societies through elected Board of Directors
- Ensuring remunerative price being paid to the milk producers of the Co-operative society, for the milk supplied by them throughout the year
- Expanding dairy co-operatives in uncovered areas
- Ensuring the availability of processed liquid milk to consumers at reasonable price as per the standards of Food Safety and Standards Authority of India
- Ensuring the credibility of the Dairy Co-operative structure through transparency in administration

- Imparting necessary training to Milk Producers as well as society employees
- Providing various incentives and benefits to the milk producers
- Bringing the unorganised Dairy sector into the Co-operative Ambit
- Ensuring that various inputs such as cattle feed, fodder and Veterinary health services are provided to milch animals of the milk producers
- Introducing and updating the latest technologies in various dairy activities at the level of MPCS, DCMPU and TCMPPF

### **3. THREE-TIER DAIRY CO-OPERATIVE SYSTEM IN TAMIL NADU**

The three-tier Dairy Co-operative system was implemented in the year 1981 and all the three tier Dairy co-operatives are managed by the elected Board of Directors.

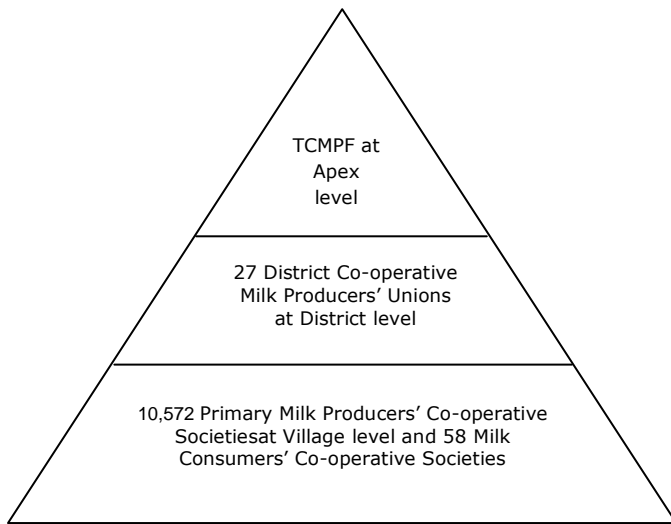
In tier-1, the Primary Milk Producers' Co-operative Societies (MPCS) are formed at the village level, which is the base of the 3-tier system.

In tier-2, the District Co-operative Milk Producers' Unions (DCMPU) are the middle-level Co-operative societies, wherein the Primary Milk Producers' Co-operatives in their jurisdiction are their members.

In tier-3, the Tamil Nadu Co-operative Milk Producers' Federation (TCMPF) is the apex level society in which all the DCMPUs in the State are members.

All 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



#### **4. PRIMARY MILK PRODUCERS' CO-OPERATIVE SOCIETIES**

The Primary Milk Producers' Co-operative Societies are formed at the village level, which is the base of the 3-tier system.

##### **4.1. REGISTRATION OF PRIMARY MILK PRODUCERS' CO-OPERATIVE SOCIETIES**

To register a Milk Producers' Co-operative Society in a specific village, a minimum of 25 milk producers must submit an application to the Deputy Registrar (Dairying) of the concerned district.

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 milchanimal 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 on the area of operation of another registered Milk Producers' Co-operative society. However, Women Milk Producers' Co-operative Societies and Adi-Draavidar 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.

One Chief Promoter from among the milk producers 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.

#### **4.2. MEMBERS OF PRIMARY MILK PRODUCERS CO-OPERATIVE SOCIETIES**

The milk producers residing in the operational areas of the society are eligible to become members of the MPCS.

In addition, there are exclusive Women Milk Producers' Co-operative Societies, where only women milk producers residing in the operational areas of the society are eligible to become its members.

In Adi-Draavidar Milk Producers' Co-operative Societies, only Adi-Draavidar milk producers residing in the operational areas of the society are eligible to become its members.



### **4.3. BOARD OF PRIMARY MILK PRODUCERS CO-OPERATIVE SOCIETIES**

Every Primary Milk Producers Co-operative Societies are managed by elected Board of Directors, headed by the president. In order to contest in elections to the Board of Directors, the milk producers must have poured 300 litres of milk to their respective society or must have poured milk continuously for 120 days in a year.

The Composition of Board of Directors of Primary Milk Producers Co-operative Societies are as follows:

<b>S.No</b>	<b>Category</b>	<b>Number of Directors</b>
1.	General	6
2.	Women	3
3.	SCs / STs	2
	<b>Total</b>	11

#### **4.4. FUNCTIONS OF PRIMARY MILK PRODUCERS CO-OPERATIVE SOCIETIES**

The Primary Milk Producers Co-operative Societies procure milk from the milk-producing members and send to the Chilling Centres or Dairies operated by the respective District Co-operative Milk Producers Union.

The Primary Milk Producers Co-operative Societies pay dividend, patronage rebate, bonus and other benefits to the milk producers from its net profit. From the profit of the society there are provisions for allocation of funds such as Cooperative research and development fund, Co-operative education fund, building fund, cattle development fund.

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

#### **4.5. REVIVAL OF PRIMARY MILK PRODUCERS CO-OPERATIVE SOCIETIES**

When the members of a Primary Milk Producers' Co-operative Society has not poured milk properly or due to improper functioning of management of society, the concerned Primary Milk Producers' Co-operative Society become inactive or dormant. The dormant society can be revived by making members to pour milk.

In 2022-23, a total of 116 Primary Milk Producers' Co-operative Societies have been revived from dormancy and become functional.

At present, there are 9,673 Primary Milk Producers' Co-operative Societies functioning at the village level in Tamil Nadu.

S. No	Name of the district	General		Adi-Dravidar		WOMEN		Total no. Of Functioning societies	No. Of dormant societies	Total no. Of societies
		Functioning	Dormant	Functioning	Dormant	Functioning	Dormant			
1	2	3	4	5	6	7	8	9	10	11
1	Tiruvallur	129	12	8	01	57	08	194	20	214
2	Kancheepuram	50	04	3	0	27	02	80	6	86
3	Chengalpet	120	13	8	0	105	11	233	24	257
4	Vellore	113	17	48	14	1	01	162	32	194
5	Ranipet	92	11	7	0	30	09	129	20	149
6	Tirupathur	37	04	1	0	1	02	39	6	45
7	Thiruvannamalai	558	25	10	04	50	20	618	49	667
8	Villupuram	184	11	8	0	75	15	267	26	293
9	Kallakuruchi	267	12	4	0	76	07	347	19	366
10	Cuddalore	143	07	4	0	55	05	202	12	214
11	Coimbatore	272	15	1	0	80	07	353	22	375
12	Erode	432	15	1	0	81	02	514	17	531
13	Tiruppur	357	32	2	0	72	08	431	40	471
14	Dharmapuri	223	27	1	0	43	06	267	33	300
15	Krishnagiri	172	35	2	0	51	09	225	44	269
16	Karur	130	15	1	0	20	04	151	19	170
17	Trichy	304	28	2	0	44	06	350	34	384
18	Ariyalur	64	05	2	01	29	03	95	9	104
19	Perambalur	164	05	1	0	33	01	198	6	204
20	Dindigul	174	34	8	0	20	04	202	38	240
21	Madurai	523	102	14	0	191	31	728	133	861
22	Theni	363	51	38	02	116	12	517	65	582
23	Thanjavur	202	06	2	0	92	02	296	8	304
24	Thiruvarur	29	01	1	0	24	02	54	3	57
25	Nagapattinam	22	01	1	0	27	0	50	1	51
26	Mayiladuthurai	26	0	1	0	36	01	63	1	64

S. No	Name of the district	General		Adi-Dravidar		WOMEN		Total no. Of Functioning societies	No. Of dormant societies	Total no. Of societies
		Functioning	Dormant	Functioning	Dormant	Functioning	Dormant			
1	2	3	4	5	6	7	8	9	10	11
27	Pudukkottai	335	64	1	0	23	01	359	65	424
28	Salem	690	17	4	0	117	02	811	19	830
29	Namakkal	454	14	2	0	62	05	518	19	537
30	Sivagangai	349	22	3	0	57	04	409	26	435
31	Ramanathapuram	118	11	2	0	16	01	136	12	148
32	The Nilgiris	90	02	1	0	4	0	95	2	97
33	Tirunelveli	131	12	3	0	32	03	166	15	181
34	Thenkasi	56	04	2	0	9	02	67	6	73
35	Kanniyakumari	50	01	1	0	2	0	53	1	54
36	Thoothukudi	131	12	3	0	43	10	177	22	199
37	Virudhunagar	80	15	9	01	28	09	117	25	142
	<b>TOTAL</b>	<b>7634</b>	<b>662</b>	<b>210</b>	<b>23</b>	<b>1829</b>	<b>214</b>	<b>9673</b>	<b>899</b>	<b>10572</b>

There are 12,584 Primary Milk Producers Cooperative Societies under liquidation.

#### **4.6. MILK PROCUREMENT**

The 9,673 Primary Milk Producers' Co-operative Societies are procuring milk from 3.99 lakh milk producers and the average milk procurement are as follows:

**Milk Procurement Average 2022-23  
(MPCS Level)**

<b>Sl. No.</b>	<b>Name of the District Union</b>	<b>Milk Procurement (Average Litre per day)</b>
1	Kancheepuram -Tiruvallur	1,20,950
2	Villupuram	49,886
3	Kallakuruchi	1,38,313
4	Cuddalore	52,516
5	Vellore	1,16,022
6	Thirupathur	22,382
7	Tiruvannamalai	2,78,220
8	Dharmapuri	1,37,954
9	Krishnagiri	91,222
10	Salem	5,61,228
11	Namakkal	1,45,141
12	Erode	2,06,153
13	Tirupur	2,12,744
14	Coimbatore	1,54,135
15	Nilgiris	16,875
16	Madurai	1,74,590
17	Theni	93,118
18	Dindigul	81,254
19	Trichy	5,61,812
20	Karur	74,793
21	Thanjavur	1,20,531
22	Pudukkottai	66,453
23	Sivagangai	89,767
24	Virudhunagar	38,141
25	Tirunelveli	47,746
26	Thoothukudi	48,465
27	Kanyakumari	38,048
	<b>TOTAL</b>	<b>37,38,457</b>

#### **4.7. MILK CONSUMER CO-OPERATIVE SOCIETIES (MCCS)**

The Milk Consumers' Co-operative Societies are primary level societies that are registered for selling milk and milk products to the consumers.

In order to fulfil the needs of the consumers the Milk Consumers' Co-operative Societies procure milk and milk products from TCMPPF / District Co-operative Milk Producers' Unions and sells the same at a concessional rate through milk cards. These Milk Consumers' Co-operative Societies are treated as wholesale dealers.

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.

The management of these Milk Consumers' Co-operative Societies are also managed by elected Board of Directors.

#### **4.8. AUDIT**

The accounts of the Primary Milk Producers' Co-Operative Societies are audited by Milk Audit Department, which is functioning under the control of Finance Department. After the completion of each financial year, the accounts of the Primary Milk Producers' Co-operative Societies are audited and reports submitted to Dairy Development Department.

Based on the audit report, the profit making MPCS shares its profit to the members as various incentives.



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

The District Co-operative Milk Producers' Union is the middle level co-operative society in the 3-tier system.

The primary Milk Producers Co-operative Societies in the jurisdiction area are the members of the District Co-operative Milk Producers' Union.

At present there are 27 District Co-operative Milk Producers' Unions functioning in Tamil Nadu covering 37 revenue districts except Chennai.

### **5.1. BOARD OF DISTRICT CO-OPERATIVE MILK PRODUCERS UNION**

The District Co-operative Milk Producers' Unions are managed by the elected Board of Directors, headed by the President.

The elected Board of Directors of Milk Producers Co-operative Societies are eligible to contest in elections to the Board of Directors of District Co-operative Milk producers' Union.

The total strength of Board of Directors of District Co-operative Milk Producers' Union is 26, including 17 elected Directors, 2 Co-opted Directors and 7 Functional Directors.

The Composition of Board of Directors of District Co-operative Milk producers' Union are

<b>S.No</b>	<b>Category</b>	<b>Number of Directors</b>
	<b>Elected Directors</b>	
1.	General	9
2.	Women	5
3.	Scheduled Caste / Scheduled Tribes	3
	<b>Co-opted Directors</b>	
4.	Having experience in the field of Dairy Technology or Dairy Engineering	1
5.	Having experience in the field of Veterinary Science	1
	<b>Functional Directors</b>	
6.	Representative of the National Dairy Development Board	1
7.	Representative of National Co-operative Development Corporation.	1
8.	Representative of Central Co-operative Bank	1

<b>S.No</b>	<b>Category</b>	<b>Number of Directors</b>
9.	Representative of TCMPF Ltd.	1
10.	Representative of the Director of Animal Husbandry	1
11.	Concerned Deputy Registrar (Dairying)	1
12.	Concerned DCMPU's General manager	1
<b>Total</b>		26

For the General Category, 9 members are elected from nine territorial constituencies of operational areas of the DCMPU as fixed by the Commissioner for Milk Production and Dairy Development Department.

## **5.2. FUNCTIONS OF THE DISTRICT CO-OPERATIVE MILK PRODUCERS' UNION**

- The District Co-operative Milk Producers' Union provides input services to the milk producers of MPCS

- The DCMPUs are the implementing agencies of the Government of India and Government of Tamil Nadu schemes
- The DCMPUs also implements district specific schemes
- DCMPUs are imparting training to the staff/members of the Milk Co-operative Societies in clean milk production, Artificial Insemination, etc.
- DCMPUs procure milk from MPCS by forming milk routes and transports the milk to the nearest Bulk Milk Cooler (BMC)/ Chilling Centre / Dairy District Co-operative Milk Producers' Union Dairies process milk and sell various variants of milk as per demand of Consumers
- The District Co-operative Milk Producers' Union pay the milk cost to the members of Milk Producers' Co-operative Societies based on the quantity and quality of milk poured by them

- In order to increase the milk handling capacity, the DCMPUs undertake new infrastructure projects
- After meeting their requirement for liquid milk sales and product manufacturing, they transport the surplus milk to TCMPF dairies for processing and sale
- The District Co-operative Milk Producers' Unions share the profit earned by them with their member societies by way of incentive to the milk producers according to the quantity of milk supplied by them
- The accounts of the District Co-operative Milk Producers' Unions are audited by Milk Audit Department

### **5.3. SERVICE UNITS OF DCMPUs**

#### **5.3.1. DCMPU TRAINING CENTRES**

Milk producers are being trained and enlightened in the areas of clean milk production, Ration Balancing techniques, fodder

cultivation, dairy animal management and breeding, decreasing the cost of production, effective utilisation of unconventional feeds etc.

The MPCCS staff are trained on MPCCS administration, clean milk procurement, quality testing, Artificial Insemination activities etc.

Regional Training centres at Salem, Madurai and Tirunelveli DCMPUs are accredited by Government of India's Central Monitoring Unit.

To strengthen the training centres at Villupuram, Vellore and Madhavaram, Project proposals for a sum of Rs. 200 lakh has been sanctioned as 100 % grant assistance under Rastriya Gokul Mission by the Union Government.

### **5.3.2 CATTLE FEED PRODUCTION PLANT – ERODE**

Compound cattle feed is a good source of nutrients for growing calves, Heifers, dry cows, milk producing and pregnant milchanimals. It is

essential for optimal growth, body maintenance, milk production and its sustenance, reproductive efficiency and to maintain immune status of milch animals.

The production capacity was further enhanced to 300 MT per day from January 2023 with a financial outlay of Rs.340.00 lakh, under the National Agricultural Development Programme (NADP).

The production capacity of Aavin Cattle feed will be further enhanced with a new 50 MT / day capacity plant at Virudhunagar and a new plant to be established with 300 MT / day capacity at Pudukudi, Thanjavur.

During 2022-2023 (up to Feb'23) the Cattle Feed production is 81,047 MT.

### **5.3.3 MINERAL MIXTURE PRODUCTION PLANTS**

Mineral mixture is essential for optimal growth, body maintenance, milk production and

its sustenance, reproductive efficiency and to maintain immune status of milch animals.

Five mineral mixture plants each with a production capacity of 12 MT per day are producing area specific mineral mixture to meet out the requirements of the milk producers. They have produced the following quantities of mineral mixture so far.

<b>S. No.</b>	<b>Name of the mineral mixture plant</b>	<b>Quantity produced (MT)</b>
1	Erode	10138
2	Villupuram	4180
3	Thoothukudi	3748
4	Trichy	4269
5	Krishnagiri	381

During 2022-2023, these Mineral mixture plants have supplied 1683.32 MT of area specific mineral mixture to Animal Husbandry department for a total value of Rs.6.89 crores.



### 5.3.4. DCMPLUS WISE MILK CHILLING AND HANDLING CAPACITY (IN LPD)

Sl. No.	Name of the Union	Processing capacity of Dairies		Chilling capacity				Chilling capacity Total(In Ltrs)
				Chilling Centre		BMC		
		Nos.	Capacity(In Ltrs)	Nos.	Capacity (In Ltrs)	Nos.	Capacity (In Ltrs)	
1	2	3	4	5	6	7	8	9
1	Kanchipuram-Thiruvallur	1	1,00,000	2	72,000	32	88,000	1,60,000
2	Villupuram	1	1,00,000	-	-	11	45,000	45,000
3	Kallakurichy	-	-	1	1,00,000	30	1,20,000	2,20,000
4	Cuddalore	-	-	1	10,000	10	44,000	54,000
5	Vellore	1	1,50,000	2	80,000	30	1,00,000	1,80,000
6	Tirupatur	-	-	-	-	9	34,000	34,000
7	TV malai	-	-	2	1,50,000	82	2,55,500	4,05,500
8	Dharmapuri	-	-	1	50,000	34	1,28,000	1,78,000
9	Krishnagiri	1	2,00,000	1	10,000	11	48,000	58,000
10	Salem	1	5,00,000	1	1,30,000	87	3,32,500	4,62,500
11	Namakkal	-	-	2	1,00,000	22	53,000	1,53,000
12	Erode	1	3,00,000	2	35,000	53	2,49,000	2,84,000
13	Coimbatore	1	5,00,000	3	1,20,000	17	82,000	2,02,000
14	Tiruppur	-	-	2	1,10,000	41	1,98,000	3,08,000
15	Nilgiris	1	50,000	1	10,000	5	9,000	19,000
16	Madurai	1	5,00,000	-	-	79	2,13,000	2,13,000
17	Theni	-	-	1	1,00,000	2	7,000	1,07,000
18	Dindigul	1	30,000	2	40,000	27	95,500	1,35,500
19	Thruchy	1	1,50,000	2	1,50,000	66	2,18,500	3,68,500

Sl. No.	Name of the Union	Processing capacity of Dairies		Chilling capacity				Chilling capacity Total(In Ltrs)
				Chilling Centre		BMC		
		Nos.	Capacity( In Ltrs)	Nos.	Capacity (In Ltrs)	Nos.	Capacity (In Ltrs)	
1	2	3	4	5	6	7	8	9
20	Padalur	1	1,00,000	-	-	-	-	-
21	Karur	-	-	1	50,000	14	26,500	76,500
22	Thanjavur	1	48,000	1	30,000	18	61,500	91,500
23	Pudukottai	1	55,000	-	-	5	25,000	25,000
24	Sivagangai	1	50,000	1	10,000	15	63,000	73,000
25	Virudhunagar	1	50,000	1	10,000	1	5,000	15,000
26	Thiruneveli	1	1,00,000	2	80,000	3	15,000	95,000
27	Thoodhukudi	-	-	2	20,000	9	43,000	63,000
28	Kanyakumari	1	30,000	-	-	-	-	-
	<b>Total</b>	<b>18</b>	<b>30,13,000</b>	<b>34</b>	<b>14,67,000</b>	<b>713</b>	<b>25,59,000</b>	<b>40,26,000</b>

## **6. THE TAMIL NADU CO-OPERATIVE MILK PRODUCERS' FEDERATION LTD (TCMPF)**

The 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 has been registered as a Co-operative society under Tamil Nadu Co-operative Societies Act.

### **6.1. OBJECTIVES OF TCMPF**

- To carry out activities for promoting production, processing and marketing of milk & milk products for economic development of the members
- Development and expansion of such activities as may be conducive for the promotion of the dairy industry, improvement and protection of milch

animals and economic betterment of those engaged in milk production

- Render technical, administrative, financial and other necessary assistance to the member unions including assistance in the purchase and distribution of dairy products and commodities and enter into collaboration agreement with any agency if the need arises
- Promote the organisation of primary societies and assist members in the organisation of the primary societies
- Purchase dairy products and commodities from the members or from other sources, without affecting the interests of its members, pool, process, manufacture and market or distribute the same either under its own trade mark/brand name or with Unions trade mark or brand name

- Provide veterinary aid and artificial insemination services and to undertake activities so as to improve the animal health care and disease control facilities and assist the member unions in doing the same

## **6.2. BOARD OF TAMIL NADU CO-OPERATIVE MILK PRODUCERS' FEDERATION LIMITED**

The TCMPF is managed by the elected Board of Directors, headed by the President.

The elected Board of Directors from District Co-operative Milk producers' Union are eligible to contest in elections to the Board of Directors in the TCMPF.

The composition of elected Board of Directors in the Tamil Nadu Co-operative Milk Producers' Federation Limited are as follows:

<b>S.No</b>	<b>Category</b>	<b>Number of Directors</b>
	<b>Elected Directors</b>	
1.	General	11
2.	Women	6
3.	SCs/ STs	4
	<b>Co-opted Directors</b>	
4.	Having experience in the field of Dairy Technology or Dairy Engineering	1
5.	Having experience in the field of Finance from National Co-operative Development Corporation	1
	<b>Functional Directors</b>	
6.	Representative of the National Dairy Development Board	1
7.	Representative of the Director of Animal Husbandry & Veterinary Service Department	1
8.	The Deputy Milk Commissioner, Office of the Commissioner for Milk Production and Dairy Development	1
9.	The MD of the Federation	1
<b>TOTAL</b>		<b>27</b>

The administrative office of TCMPF is functioning in the new corporate office building at Nandanam in Chennai.

### **6.3. ACTIVITIES OF TCMPF**

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 in different variants like Standardised milk, Full cream milk, Double toned milk and Toned milk. TCMPF also established an Ultra High Temperature milk processing plant for producing extended shelf life milk in flexi packs with a capacity of 1.00 Lakh Litres per day. TCMPF has one milk product manufacturing dairy exclusively at Ambattur where Ice cream, fermented milk products, sweets, savouries, chocolates and cookies are manufactured.

There is a dairy cum powder plant located at Ammapalayam of Tiruvannamalai District and

the plant can produce 20 MT of milk powder and 12 MT of butter per day.

There is a state of the art modernised ice cream plant with a capacity of 30,000 litres per day is located at Madurai it produces all variants of ice creams. The TCMPF purchases milk from the District Unions and used to meet out its demand for Metro and products manufacturing. The administrative control of the Units are headed by Joint Managing Director.

The TCMPF organises the milk production plan for every month for District Unions and Metro dairies and the milk and milk products supply of the State is being monitored and maintain the balance in supply. The TCMPF arranges conversion of surplus milk of District Unions at its own plants and other plants in flush season and arrange SMP and butter for the needy District Unions. TCMPF does the liaison work with State and UnionGovernment for implementing various developmental schemes in



the State related with dairy activities. The TCMPF financially assist the District Unions in milk cost payment in the event where the Union is not able to meet out the expenses.

TCMPF owns Buffalo Frozen Semen Station (BFSS) and Dairy Herd Improvement Programme Actions (DIPA) units at Erode and Nucleus Jersey and Stud Farm (NJ&SF) which directly involve in the service of milk producers in the State.

The TCMPF has its own transport unit, at Madhavaram where all the logistics activities are taken care off. Daily around 4.5 lakh litre milk of DCMPUs are being transported by its 50 road milk tankers (9KL x 20, 15KL X 30) and Butter, milk powder and ice creams are also being transported by TCMPF's own vehicles. All 75 TCMPF vehicles are being monitored through GPS, also 400 road milk tankers of private contractors will also be monitored through GPS.

The milk sachets are distributed through insulated vehicles to maintain the milk temperature at desired level.

#### **6.4. SERVICE UNITS OF TCMPF**

##### **6.4.1. AAVIN FROZEN SEMEN PRODUCTION STATION, NILGRIS (NJ&SF)**

In order to supply frozen semen straws to the Artificial Insemination technicians working in Primary Coop. Milk Producers societies across Tamil Nadu, Aavin Frozen semen production station, Nilgiris (previously NJ&SF) was established during the year 1973 for the production of good quality semen.

Jersey, Crossbred Jersey, Holstein-Friesian and Crossbred Holstein-Friesian frozen semen straws are being produced at said station and are being distributed to milk unions through centralized frozen semen straws distribution centre, Erode.

Currently, there are 132 bulls reared at the Stud Farm, out of which, 72 bulls are under collection. Two Jersey and two Holstein-Friesian imported bulls are also being maintained for semen production. As per the guidelines of Government of India, bio security protocols are being followed at the said station to ensure rearing of disease-free animals and supply of quality frozen semen straws for Artificial Insemination.

In the year 2022-2023, a total of 9.22 Lakh doses of frozen semen straws were produced upto Feb'23. It is proposed to produce around 14.00 lakh doses of frozen semen straw for the year 2023-24.

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

#### **6.4.2. FROZEN SEMEN DISTRIBUTION CENTRE, ERODE.**

According to guidelines of GOI, the semen distribution centre has been established away from the semen station in order to ensure biosecurity protocols. In the year 2022-23 upto Feb'23, 9.58 lakh Frozen Semen Straws (FSS) of white cattle and 0.20 lakh doses of Buffalo Frozen Semen Straws have been distributed to the DCMPUs.

#### **6.4.3. QUARANTINE STATIONS FOR BULL CALVES**

Two quarantine stations for bull calves are functioning namely, Pre-Quarantine Station, Attur, Salem District and Quarantine Station, Erode .The High Genetic Merit Jersey crossbred bull calves procured under Field Performance Recording Programme (FPRP) and RGM-PTP are being reared at the said quarantine stations before inducting to Aavin frozen semen station, Nilgiris and other semen stations.

#### **6.4.4. HIGH GENETIC MERIT HEIFER CALVES PRODUCTION UNIT – KARUMANTHURAI VILLAGE, SALEM DISTRICT**

Disease free High Genetic merit heifer calves with positive breeding value born under FPRP/RGM-PTP schemes will be procured and reared in this station.

By inseminating the High Genetic merit heifers with proven bull semen, the HGM bull calves will be procured to Aavin Frozen semen production station, Nilgris and the heifer calves will be sold to the milk producers.

#### **6.4.5. DAIRY HERD IMPROVEMENT PROGRAMME (DIPA), ERODE**

Production of High Genetic Merit (HGM) bull calves and distributing the said bull calves to various semen stations are the main objectives of Dairy Herd Improvement Programme.

At DIPA unit, Field Performance Recording Programme (FPRP) is being implemented since 2007.

Under FPRP, high yielding animals are identified and registered under milk recording programme for consecutive 10 months. Based on the milk recording data, the high yielding animals are declared as elite cows and inseminated with proven bull semen to produce High Genetic Merit bull calves. The disease free High Genetic Merit bull calves are procured from the field and sent to quarantine stations for rearing.

This scheme is being implemented in 9 districts viz. Salem, Namakkal, Karur, Dharmapuri, Erode, Coimbatore, Madurai, Tiruvannamalai and Villupuram (Kallakurichi), under the financial assistance from Union Government through Tamil Nadu Livestock Development Agency (TNLDA).

Since inception of FPRP scheme, 439 bull calves have been produced and 320 have distributed to the Aavin Frozen semen production station, Ooty and Animal Husbandry Department for frozen semen production.

#### **6.4.6. AAVIN STATE CENTRAL LABORATORY, MADHAVARAM**

AavinState Central Laboratory, Madhavaram was established under the NPDD Scheme and inaugurated by the Honourable Chief Minister of Tamil Nadu on 16.08.2022. The laboratory is equipped with the hi-tech equipment for detecting the Pesticide residues, Drug Residues, Heavy Metals and Aflatoxin content. Earlier the TCMPF Ltd. was testing all these parameters in the FSSAI/NABL approved external laboratories and the cost of testing was also incurred for the testing activities.

The establishment of State Central Laboratory at Madhavaram reduced the cost incurred for testing of Milk & Milk products in the

external laboratory and also increases the quality of Milk & Milk Products by increasing the number of samples. The laboratory also caters to the Cattle Feed and Mineral mixture plants of the TCMPF Ltd. to check the quality of raw materials and finished products to ensure the supply of quality products to the Farmers.

#### **6.4.7. AAVIN SKILL DEVELOPMENT CENTRE AT MADHAVARAM**

Madhavaram training centre has been established in the year 2022 to impart various trainings to different category employees of TCMPF, DCMPU and MPCs to update their knowledge and skills. The trainings on Animal Nutrition, Cattle management have been given to Procurement & Input officers. Refresher trainings have been given to account Staff, Administrative Staff, Quality control staff and Marketing Staff of District union and Federation. Totally, 233 staffs have been trained so far.



## **7. MILK AND MILK PRODUCTS MARKETING**

The TCMPF Ltd. and DCMPUs sell Milk and Milk Products under the brand name of Aavin at most affordable price when compared to any other private brands in the State of Tamil Nadu. Distribution of Milk & Milk Products are being done through contract vehicles.

Based on the consumers' preference the following milk variants are being produced and marketed all over the State.

<b>S.No.</b>	<b>Milk Variant</b>	<b>Fat %</b>	<b>SNF %</b>
1	Double Toned Milk	1.5%	9.0%
2	Toned Milk	3.0%	8.5%
3	Cow Milk	3.5%	8.5%
4	Standardized Milk	4.5%	8.5%
5	Aavin Gold	5.0%	9.0%
6	Full Cream Milk	6.0%	9.0%
7	Teamate	6.5%	9.0%

The availability of Aavin milk is ensured throughout the State by providing various options for purchase to the consumers through Aavin Parlours, Franchisee Retail Outlets, Whole Sale Dealers and monthly milk card system.

Aavin is the only Milk Co-operative in the country that sells monthly Milk Cards to the Consumers. This unique feature has increased the purchase of milk by the consumers and the system has earned continued customer patronage. In this system, monthly milk cost is collected from the consumers at a subsidised rate than the maximum retail price.

Due to continuous efforts, the sale volume of Aavin milk has been on increasing trend and in the last two years the sale volume has increased by 10.3% from 26.41 LLPD to 29.13 LLPD.

Aavin Milk Products are produced at Chennai and District Co-operative Milk Unions to cater to the needs of the consumers throughout the State.

In addition to the traditional products such as Ghee and Butter, Aavin produces various categories of dairy products such as

<b>Cookies &amp; Confectionaries</b>	<b>Health Mix Varieties</b>	<b>Long Shelf Life Milk Varieties</b>
<ul style="list-style-type: none"> <li>• Cookies (6 varieties)</li> <li>• Milk Chocolate</li> <li>• Nutties Chocolate</li> <li>• Dairy Whitener</li> </ul>	<ul style="list-style-type: none"> <li>• Badam Mix</li> <li>• Badam-Pista Mix</li> <li>• Dry-Nut Mix</li> <li>• Aavin Health Mix</li> <li>• Milk Protein</li> <li>• Noodles</li> </ul>	<ul style="list-style-type: none"> <li>• UHT Milk – Delite flexi pack</li> <li>• Standardised Milk – Tetra Pack Brick</li> <li>• Toned Milk – Tetra Pack Brick</li> <li>• Cow Milk – Tetra Pack Brick</li> <li>• Flavoured Milk – Tetra /Bottles</li> </ul>

<b>Sweets</b>	<b>Ice cream varieties</b>	<b>Fermented Products</b>
<ul style="list-style-type: none"> <li>• Sweetened Khoa</li> <li>• Dates Khoa</li> <li>• Mysorepa</li> <li>• GulabJamun Milk Peda</li> <li>• Rasagulla</li> <li>• Premium Milk cake</li> <li>• Payasam mix</li> </ul>	<ul style="list-style-type: none"> <li>• Ice cream cups</li> <li>• Family packs (Bricks and bowls)</li> <li>• Choco bar</li> <li>• Mango Duet</li> <li>• Pineapple Duet</li> <li>• Grape Duet</li> <li>• Two in one bar</li> </ul>	<ul style="list-style-type: none"> <li>• Yoghurt</li> <li>• Flavoured</li> <li>• Yoghurt(5 flavours)</li> <li>• Sugar-free Yoghurt</li> <li>• Curd</li> <li>• Lassi</li> <li>• Buttermilk in sachets</li> <li>• Premium Curd in cups</li> </ul>

<ul style="list-style-type: none"> <li>• Gulab Jamun Mix</li> </ul>	<ul style="list-style-type: none"> <li>• Strawberry core</li> <li>• Mango core</li> <li>• Choco feast</li> <li>• Premium ice cream in cups</li> <li>• Premium ice cream in scoops,</li> <li>• Chocolate cone</li> <li>• Vanilla cone,</li> <li>• Kulfi Bar</li> <li>• Cassata</li> <li>• Ball Ice cream</li> <li>• Flavoured Kulfi bar</li> <li>• (10 flavours)</li> <li>• Sugar-free Kulfibars</li> <li>• Long kulfi bar</li> <li>• Ice candies (6 variants)</li> </ul>	<ul style="list-style-type: none"> <li>• Buttermilk in pet bottles</li> <li>• Bucket Curd</li> <li>• Probiotic Curd</li> <li>• Probiotic Lassi</li> <li>• Yoghurt Drink – Mango &amp; Strawberry</li> <li>• Paneer</li> </ul>
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The sale volume of Aavin milk products has been on increasing trend and in the last two years the sale volume has increased by 4% from Rs.553.62 Crores to Rs.574.5 Crores.

The diversified product portfolio of Aavin is enhanced with introduction of new products on a

continuous basis so as to meet out the changing preferences of the consumers and to sustain the market share in a competitive dairy sector.

In this regard, the Hon'ble Chief Minister of Tamil Nadu has launched 5 new products such as Dairy whitener, Premium Milk Cake, Mango & Strawberry Yoghurt Drink, Milk Protein Noodles, Payasam Ready Mix on 19.01.2022.

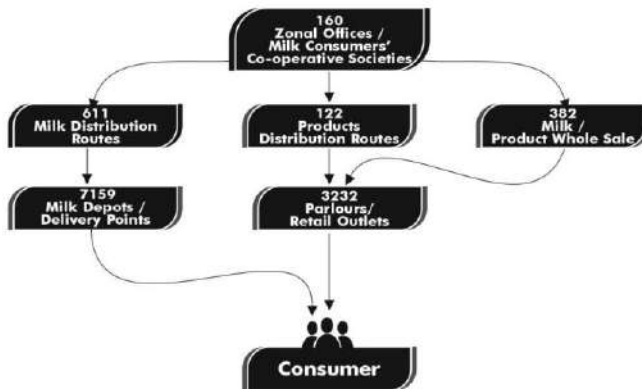
Further on 19.08.2022 the Hon'ble Minister for Dairy Development has launched 10 new products namely Aavin Health Mix, Cold Coffee, Cheese, Jackfruit Ice Cream, Butter Chiplet, Basundhi, Aavin Milk Biscuit, Baked Yoghurt, Aavin Butter Milk, White Chocolate.

During festive seasons, Aavin prepares and sells special sweet varieties for the benefit of the consumers at an affordable price. Sweets like Ghee Badhusa, Nuts Halwa, Stuffed Moti Pak, KajuPista Roll, KajuKatli, Assorted Pack, Ghee Halwa, Karupatti Halwa, Mixture are being sold.

During Diwali 2022 a record sale of Rs.116 Crore was achieved.

## 7.1. MARKETING NETWORK

Aavin has well-Knit distribution channels to supply milk and milk products in Chennai Metro and Districts as detailed below. This robust distribution network ensures last mile delivery of Aavin products throughout the year. The above network is further strengthened by enrolling new dealers for which all the related applications are hosted in the Aavin website.



## **7.2. SALES PROMOTION ACTIVITIES - SPECIAL SALES CAMPS**

In order to promote Aavin milk products, various sales promotional activities are carried out in Chennai metro as well as in Districts. As part of the promotional activities, Aavin organises special sales camps and during 2022-23 the following sales camps were organized.

**Aavin Day** – In order to create awareness among the general public with regard to genesis of dairy cooperative in the State of Tamil Nadu and commemorating the formation of Aavin on 01.02.1981, it has been decided to celebrate Aavin day on 1<sup>st</sup> February of every year. As part of this, various events such as Kolam Competition, drawing Competition, Cooking Competition were conducted to attract audiences of various age categories. During these events, general public and school/college going students

participated in large numbers and the events garnered wide attention of major media houses.

**Chess Olympiad:** Aavin was privileged to host an exclusive sales kiosk during the International Chess Olympiad 2022 held at Mamallapuram which was organized by the Government of Tamil Nadu and had participants from all over the world.

**Trade Fair:** Aavin pavilion was exhibited during the 47th India Tourism and Industrial Trade Fair at the Island Grounds, Chennai in which the various activities of Aavin was showcased and Aavin products were sold.

**Food Festival:** Aavin had put up a stall as part of the three days food festival commemorating the 25th year of the formation of Tiruvallur District.

Further, makeshift parlours and mobile sales are being carried out on regular basis



during various occasions with the aim of reaching larger mass.

Aavin milk and milk products are being promoted in social media like Twitter, Facebook and Instagram (@AavinTn) and in the Aavin official website([www.aavin.tn.gov.in](http://www.aavin.tn.gov.in)).

### **7.3. DIGITAL MARKETING / E-COMMERCE INITIATIVES**

As digital marketing is growing exponentially, Aavin has made all possible efforts to increase the market share in the digital space. Currently Aavin has introduced milk and products sales through e-commerce mode through Flipkart, Big Basket, Swiggy, Zomato.

Aavin further sells SMP/Ghee/Butter through National Cooperative Dairy Federation of India-NCDFI's e-portal which is a National platform for marketing of dairy commodities and was adjudged as the second highest grossing business partner during the year 2021-22.

#### **7.4. EXPORT OF MILK AND MILK PRODUCTS**

The reputation for quality and reliability has made aavin a trusted brand across the world and Aavin products like Ultra Heat Treatment (UHT) Milk and Ghee have been exported to Qatar, UAE, Dubai, Srilanka, Hongkong and Singapore. In order to improve exports further to other countries, the shelf life of Ghee was extended from 9 months to 12 months and the shelf life of UHT Milk was extended from 6 months to 9 months after numerous lab trails and were exported to USA and Singapore respectively. Further, Aavin has opened-up opportunities, wherein any interested dealers can approach Aavin and export Aavin products through provisions offered by Export Inspection council.

#### **7.5. 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 Number 1800-425-3300. This unit is functional 24x7 facilitating the consumers to contact the cell for registering their complaints, feedback and for redressal.

The complaints / grievance of the consumers are communicated to the section / officials concerned immediately and necessary action is taken to rectify the complaints within 48 hours. During the year 2022-2023, a total of 2,199 complaints were received and redressed.

## 8. QUALITY ASSURANCE ACTIVITIES

The TamilNadu Co-operative Milk Producers' Federation Limited is well equipped with the State-of-the-Art Quality Assurance Laboratories to check the quality of Milk at all Dairies State-wide. Milk is tested at MPCS / BMC/CC/District union Dairy/Metro Dairy laboratory for chemical and microbiological contents.

### Quality test conducted at various levels

Testing Stage	Test Parameters
<b>MILK PROCUREMENT AT SOCIETY LEVEL</b>	1. Organoleptic Test (OT)
	2. Fat (%)
	3. SNF (%)
<b>MILK RECEPTION AT CHILLING CENTRE/DAIRY LEVEL</b>	1. Temperature
	2. Organoleptic Test (OT)
	3. Clot on Boiling Test (COB)
	4. Methylene Blue Reduction Test (MBRT)
	5. Titrable acidity
	6. Fat (%)
	7. SNF (%)
	8. Adulterants
	9. Antibiotics
	10. Aflatoxin
11. Standard Plate Count (SPC)	
12. Coliform	
<b>DAIRY</b>	1. Temperature

<b>Testing Stage</b>	<b>Test Parameters</b>
<b>PROCESSING PLANT</b>	2. Organoleptic Test (OT)
	3. Clot on Boiling Test (COB)
	4. Fat (%)
	5. SNF (%)
	6. Phosphatase Test
	7. Titrable acidity
	8. Homogenization Efficiency
	9. Methylene Blue Reduction Test (MBRT)
	10. Keeping Quality
	11. Standard Plate Count (SPC)
	12. Coliform
	<b>PERIODICAL TESTING PARAMETERS OF MILK &amp; MILK PRODUCTS</b>
2. Antibiotic/ Veterinary Drug Residues	
3. Heavy Metals	
4. Melamine	
5. Aflatoxin	

TCMPF Ltd. has certified by ISO 22000, Food Safety Management system (FSMS) for the Federation Dairies and DCMPUs to assure the Food Safety of the Milk & Milk Products.

<b>Federation Dairies</b>	<b>Dairies of DCMPUs</b>
• Ambattur Dairy	• Erode DCMPU
• Madhavaram Dairy	• Salem DCMPU
• Sholinganallur Dairy	• Madurai DCMPU
• Products Dairy, Ambattur	• Coimbatore DCMPU
• Dairy cum Powder Plant, Tiruvannamalai	

## **9. SCHEMES**

### **9.1. NATIONAL PROGRAMME FOR DAIRY DEVELOPMENT (NPDD)**

The aim of National Programme for Dairy Development is to enhance the milk chilling infrastructure, procure quality milk and sell quality milk products and also increase the share of Co-operative sectors in the clean milk procurement, processing, value addition and marketing.

- Under NPDD, the State Central lab has been established at Madhavaram. The lab is equipped with high end precision equipment for analyzing the milk and milk product samples to detect adulterants, heavy metals, pesticides and antibiotic residues in order to ensure the quality and safety of milk and milk products to consumers as per FSSAI standards. Further 21 milk analysers with FTIR (Fourier Transform Infra Red)

technology have been installed at 17 DCMPUs and Metro dairies to analyze instantaneously all the required parameters of milk and milk products

- Establishment of an Advanced Pathogen Detection and Microbial enumeration Laboratory at Madhavaram is in progress. This will help the TCMPF and District Unions to analyze all the parameters of milk and milk products internally to meet the standards for exports and domestic market
- A Research and Development Laboratory is also being established at Products Dairy, Ambattur with a sum of Rs.11.58 Crore. The laboratory will be utilized for the Research of New Milk & Milk Products and improve the quality standards of Milk Products. It will also be utilized for the

quality analysis of Milk & Milk products, raw materials, and packing materials

- Chemicals, glass wares and equipment required for quality analysis also provided to the District unions under this scheme with a sum of Rs.8.75 Crore
- To strengthen food safety management system (FSMS) in District Milk Unions a sum of Rs.3 crore is also sanctioned in the certification scheme. The Conformity Assessment Scheme (CAS) of BIS will also be implemented with this scheme to assure the quality of Milk and Milk Products
- 105 Bulk Milk Coolers have been installed to create an additional milk chilling facility for 5,07,000 litres/day and 112 Bulk Coolers are to be installed and



the additional milk chilling capacity of 5,80,000 litres will be created

- 1672 Milk testing equipment have been purchased and installed in 1672 locations of MPCS/BMC/CC/Dairies to analyse the milk samples rapidly at the collection centre itself and 1600 milk testing equipment will be established in order to further strengthen the village level testing infrastructures
- The chemicals required for quality analysis also provided to the District unions under this scheme
- Rs.14.26 Crore have been allocated under this scheme for creation of IT infrastructure at District Milk Unions for milk procurement, processing and marketing and the work is in progress
- Rs.4.5 Crore have been utilised for imparting training to Dairy/DCS

personnel on Quality management system, BMC maintenance, AMCU/DPMCU operation

- Financial aid under this scheme is availed for obtaining Quality Certification and Accreditation for the welfare of consumers
- The Establishment of Research and Development laboratory under this scheme is in progress at Ambattur

## **9.2. NATIONAL AGRICULTURE BANK FOR RURAL DEVELOPMENT - RURAL INFRASTRUCTURE DEVELOPMENT FUND (NABARD –RIDF)**

State Government is providing grant to Dairy Development under NABARD Rural infrastructure Development Fund (RIDF) with the objective of strengthening dairy infrastructure.

- Under NABARD-RIDF tranche – XXVI, Rs.26.63 crore received for the projects namely establishment of Administrative

building at Tirupur, Namakkal District Unions. The building constructions in these Unions are in progress. The establishment of cheese plant with 1 MT production capacity at Nilgiris District Union is in progress

- Under NABARD-RIDF tranche XXVIII, the new Product dairy with a capacity to handle 6 LLPD at Padalur, Perambalur District at an estimated cost of Rs.150 Crore is being established
- Under NABARD-RIDF tranche XXVIII, the new cattle feed plant of capacity 300 MT per day is being established at Pudukudi, Thanjavur with an outlay of Rs.50.00 Crore

### **9.3. DAIRY PROCESSING AND INFRASTRUCTURE DEVELOPMENT FUND (DIDF)**

- In order to fulfil the increasing demand of milk in Chennai, a new dairy with 10 Lakh Litres Per day capacity is being

established at Madhavaram by availing loan under DIDF

- To meet out the requirement of Delta Districts, new dairy processing plant with capacity of 1 Lakh LPD is being established at Tiruvarur
- In order to produce additional value added milk products for increasing the revenue of District union and to sell quality milk products to consumers, an Ice cream production plant with capacity of 6000 Litres per day is being established at Tiruchirappalli District Co-operative Milk Producers' Union Ltd.
- The Project work for new dairy processing plant with capacity of 50,000 LPD under DIDF is being implemented at Thoothukudi to fulfil the requirement of milk and milk products for the consumers of Thoothukudi District

#### **9.4. STATE BALANCED GROWTH FUND (SBGF)**

The State Balanced Growth Fund is provided to the backward areas of the districts to bring them to the development path. The needy projects are identified in the backward areas of Erode District and proposal has been sent to State Planning Commission to get grant for installation of Solar Powered Milk Can Cooler system in the hill areas of Erode District.

#### **9.5. NATIONAL AGRICULTURE DEVELOPMENT PROGRAMME (NADP)**

- Under NADP, fully automatic paneer production and packing unit with capacity of 2MT per day has been established at Coimbatore DCMPU to produce paneer
- A cattle feed plant with 50 MT capacity is being established at Virudhunagar District to cater the cattle feed requirements of southern districts

- 60 Nos. of Automatic Single bucket milking machines were provided to the farmers in Vellore District under this scheme

### **9.6. PRADHAN MANTRI FORMALIZATION OF MICRO FOOD PROCESSING ENTERPRISES (PMFME) SCHEME**

This scheme aims to support Co-operatives to establish food process line along with common infrastructure. The scheme will provide a credit linked capital subsidy of 35% with a maximum ceiling of Rs.3.00 Crore per project. The Dairy infrastructure projects for Dharmapuri, Tiruvannamalai, Karur and Cuddalore have been submitted to Government of India to avail grant under PMFME.

### **9.7. RASHTRIYA GOKUL MISSION - PROGENY TESTING PROGRAMME (RGM – PTP)**

RGM - PTP is being implemented with a financial outlay of Rs.2,087.51 lakh in 3 District Co-operative Milk Producers' Unions namely

Vellore, Erode and Salem under the technical guidance of NDDB with the objective of producing High Genetic Merit bull calves and to evaluate & ranking of bulls.

So far, 246 bull calves have been procured, against the target of 225. Further 169 HGM bull calves have been distributed to various semen stations against the target of 180 and 77 bull calves are under rearing.

#### **9.8. NATIONAL LIVESTOCK MISSION (NLM)**

Tamil Nadu Livestock Development Agency (TNLDA) is the Nodal agency for implementing National Livestock Mission, Livestock insurance scheme. Cattle Insurance cover is being provided to the milch animals in order to safeguard the livelihood of the farmers and also to encourage farmers to rear milch animals to ensure sustainable milk production. For above poverty line (APL) producers, 50% subsidy on premium and for below poverty Line (BPL) &

SC/ST producers, 70% subsidy on insurance premium is being provided.

During the year 2022-23, 1.12 lakh milch animals in 27 DCMPUs were insured by TCMPF as against the target of 1.07 lakh.

### **9.9. NATION WIDE ARTIFICIAL INSEMINATION PROGRAMME (NAIP)**

Tamil Nadu Livestock Development Agency (TNLDA) is the Nodal agency for implementing Nationwide Artificial Insemination Programme (NAIP). This scheme is being implemented in 10 DCMPUs covering 12 districts of Tamil Nadu namely Cuddalore, Kanchipuram, Nagapattinam, Pudukottai, Ramanathapuram, Salem, Sivagangai, The Nilgiris, Tiruvannamalai, Tiruvallur, Viluppuram and Virudhunagar where the coverage of AI is less than 50%.

The main objective of the scheme is to improve the productivity of cattle & buffaloes through free Artificial Insemination (AI) services using the semen doses of high genetic merit bulls.



So far, NAIP scheme Phases I - III have been completed. NAIP phase-IV is under implementation.

### **9.10.FODDER DEVELOPMENT**

The availability of green fodder for the milch animals throughout the year is indispensable to maintain the health status, milk production and reproductive efficiency in addition to the concentrate feed and dry fodder.

Under the area specific fodder production programme in 24 milk unions, the Maize / CO4 / multicut sorghum / velimasal varieties of green fodder is being produced in 500 acres of farmers' land with the funds of the DCMPUs and TCMPF.

Aavin is having technical collaboration with Tamil Nadu University of Veterinary Animal Sciences and Tamil Nadu Agricultural University to impart training on recent advancement in fodder development activities and preservation of fodder.

## **10. e-GOVERNANCE ACTIVITIES**

### **10.1. INTEGRATED DAIRY MANAGEMENT SYSTEM (IDMS)**

The IDMS software was developed with the financial assistance of Ministry of Electronics and Information Technology, Government of India. This project digitalizes the activities of dairies and offices of TCMPF, four DCMPUs (Krishnagiri, Erode, Madurai and Salem) including select MPCS/BMC/CC.

The project improves the operational efficiency, ensures transparency in operations, accountability and timely completion of tasks.

Further, the existing IDMS application is under customization to be extended to the remaining DCMPUs.

### **10.2. BIO-METRIC ATTENDANCE SYSTEM**

Biometric Attendance System has been implemented at all the units of the Federation and DCMPUs.

### **10.3.ONLINE TENDER PROCESS THROUGH TN-TENDER PORTAL**

The Tender process for execution of projects/works and procurement of various services/materials are being done online through the TN-Tender portal which also enables the collection of Earnest Money Deposit(EMD) online. This process ensures transparency, increase competition, saves time and brings in cost saving.

## **11. WELFARE MEASURES OFFERED TO MILK PRODUCERS**

### **11.1. THE PERARINGNAR ANNA CO-OPERATIVE MILK PRODUCERS' WELFARE FUND**

The Peraringnar Anna Co-operative Milk Producers' Welfare Fund was introduced to support the families of the loyal milk producers. Each milk pouring member contributes one rupee, the MPCS & the concerned District Co-operative Milk Producers' Union contributes 50 paise each, per month.

The Details of Benefits provided are as follows:

<b>Sl. No.</b>	<b>Financial Assistance</b>	<b>Amount (in Rs.)</b>
1	Accidental death	2,50,000
2	Education assistance upto two children	25,000
3	Marriage assistance for one girl child	30,000
4	Funeral Expenses	5,000
5	Permanent disability	1,75,000
6	Partial disability	75,000

So far, a sum of Rs.5.14 crore has been released to 479 beneficiaries. The details of benefit released are as follows:

<b>Sl. No</b>	<b>Financial Assistance</b>	<b>Number of Beneficiaries</b>	<b>Total amount disbursed (Rs.)</b>
1	Death	244	4,81,74,911/-
2	Education Assistance	105	17,80,000/-
3	Marriage of girl children	47	10,90,000/-
4	Funeral Expenses	83	4,15,000/-
<b>Total</b>			<b>5,14,59,911/-</b>

During the year 2022-23, a sum of Rs.1.48 Crore have been disbursed to 51 beneficiaries.

### **11.2.PAYMENT OF INCENTIVES TO MILK PRODUCERS BY MILK PRODUCERS' CO-OPERATIVE SOCIETIES**

The members of the Milk Producers' Co-operative Societies are being paid dividend on share capital, patronage rebate and bonus for

the value of milk supplied by them, out of the profit earned by the society.

In the year 2022-23, a sum of Rs.5,422.99 lakh has been paid as incentives, to around 1.09 lakh members of the societies.

Sl. No	Name of the District	Bonus			Patronage rebate			Dividend		
		No. of MPCs	No. of members benefited	Amount (in Lakhs)	No. of MPCs	No. of members benefited	Amount (in Lakhs)	No. of MPCs	No. of members benefited	Amount (in Lakhs)
1	2	3	4	5	6	7	8	9	10	11
1	Tiruvallur	3	332	3.08	0	0		0	0	
2	Kancheepuram	7	993	6.29	1	97	0.028	7	1567	50.56
3	Chengalpet	9	709	5.88	9	709	0.823	2	729	37.12
4	Vellore	12	845	36.75	12	954	0.029	9	2431	56.15
5	Tirupathur	2	139	1.77	0	0	0	0	0	0
6	Ranipet	7	1173	14.28	7	3913	0.054	5	5431	136.00
7	Thiruvannamalai	84	18000	248.29	0	0		0	0	
8	Cuddalore	10	4088	55.56	0	0	0	0	0	0
9	Villupuram	9	2072	13.89	0	0	0	2	1286	29.61
10	Kallakuruchi	40	9333	160.53	40	13451	12.63	1	435	4.00
11	Dharmapuri	19	1618	31.74	4	393	18.75	0	0	0
12	Krishnagiri	5	3030	31.65	5	3030	0.77	2	2136	56.36
13	Salem	159	21073	300.91	159	21073	0.40	58	13470	337.33
14	Namakkal	0	0	0	0	0	0	18	2960	54.97
15	Erode	292	29844	547.94	292	55100	1.18	64	10017	232.68

Sl. No	Name of the District	Bonus			Patronage rebate			Dividend		
		No. of MPCs	No. of members benefited	Amount (in Lakhs)	No. of MPCs	No. of members benefited	Amount (in Lakhs)	No. of MPCs	No. of members benefited	Amount (in Lakhs)
1	2	3	4	5	6	7	8	9	10	11
16	Tiruppur	50	3532	61.63	50	3532	0.17	15	2591	103.11
17	Coimbatore	27	1385	35.00	0	1385	0.049	13	900	28.00
18	Ooty	11	1357	12.00	11	1883	0.026	4	353	8.54
19	Trichy	55	20706	197.26	55	20706	0.71	77	8749	938.34
20	Perambalur	31	6294	81.20	26	5014	0.070	48	9021	257.14
21	Ariyalur	8	6161	35.10	6	3759	2.77	5	13057	208.28
22	Karur	25	2501	27.21	25	2501	0.068	30	1650	99.60
23	Pudukkottai	3	973	6.45	0	0	0	2	877	14.15
24	Thanjavur	1	165	1.47	0	0	0	5	945	17.22
25	Thiruvavarur	0	0	0	0	0	0	7	18602	231.25
26	Mayiladuthurai	1	837	1.73	0	0	0	1	837	19.24
27	Nagapattinam	0	0	0	0	0	0	0	0	0
28	Dindigul	0	0	0	0	0	0	14	3101	131.08
29	Madurai	0	0	0	0	0	0	0	0	0
30	Theni	1	137	1.91	0	0	0	1	281	8.46
31	Sivagangai	2	120	2.57	2	120	0.0016	12	2601	47.17
32	Ramanathapuram	1	265	7.05	0	0	0	0	0	0
33	Virudhunagar	0	0	0	0	0	0	3	996	94.65
34	Thoothukudi	0	0	0	0	0	0	7	2320	147.36
35	Tirunelveli	3	968	7.34	1	2106	0.054	6	1024	33.42
36	Thenkasi	2	84	0.80	0	0	0	4	380	18.96
37	Kanniyakumari	6	384	14.32	0	0	0	5	848	31.74
	<b>Total</b>	<b>885</b>	<b>139118</b>	<b>1951.74</b>	<b>705</b>	<b>139726</b>	<b>38.63</b>	<b>427</b>	<b>109595</b>	<b>3432.62</b>

### **11.3.PAYMENT OF INCENTIVE TO MILK PRODUCERS BY DISTRICT CO-OPERATIVE MILK PRODUCERS' UNIONS**

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

The details of disbursement of Bonus and patronage Rebate by DCMPUs in the year 2022-23 are as follows:

<b>Sl. No.</b>	<b>Name of the DCMPU</b>	<b>Bonus / Patronage Rebate</b>	<b>Profit year</b>	<b>No.of MPCS</b>	<b>No. of member benefitted</b>	<b>Amount (Rs. in Lakh)</b>
1.	Cuddalore	Patronage Rebate	2019-20	177	6,474	167
2.	Madurai	Patronage Rebate	2020-21	798	36,450	368
3.	Thanjavur	Patronage Rebate	2020-21	361	10,436	96.37
4.	Namakkal	Bonus	2018-19	471	16,891	61.98
			2019-20	480	16,793	
		TOTAL		2,287	87,044	691.35



## **11.4. TECHNICAL INPUT SERVICES TO MILK PRODUCERS**

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

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

## **12. STAFF WELFARE MEASURES**

1. During the year 2022, a total of 4,150 employees of DCMPUs and TCMPF Ltd., were paid Ex-gratia Bonus to the tune of Rs.301.59 lakh.
2. During the year 2022-23, a total of 4,251 employees of DCMPUs and TCMPF Ltd., were paid Production Linked Incentive (PLI) to the tune of Rs.40.18 lakh.
3. In order to provide economic security to the family of deceased employee, a total of 50 legal heirs were appointed in TCMPF Ltd and DCMPUs in 2022-23.
4. Half litre free milk per day is being given to the employees and also to the retired employees of all DCMPUs and TCMPF.
5. Retired employees of all DCMPUs and TCMPF are provided with ex-gratia pension of Rs.4,000/- per month and family members of deceased retired employees are sanctioned Rs.2,000/- per month as ex-gratia family pension.

### **13. 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”, and also targets to achieve goal No: 2.3 and 2.a

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.

## **14. INITIATIVES AND IMPLEMENTED ANNOUNCEMENTS**

- Considering the input cost of milk production, for the welfare of the milk producers, the procurement price of Cow milk as well as Buffalo milk have been increased by Rs.3/- per litre i.e. from Rs.32/- to Rs.35/- per litre for Cow milk and from Rs.41/- to Rs.44/- per litre for Buffalo milk w.e.f.05.11.2022
- In 2022-23, a total of 395 Milk Producers' Co-operative Societies were newly registered and 116 dormant Milk Producers' Co-operative Societies were revived
- To facilitate new product development and also to bring out modern packaging method/material etc., a new Research & Development Lab is being developed in Ambattur at the outlay of Rs.11.58 crore
- A total of 2135 Milk testing equipment were installed in various DCMPUs

## **14.1. ESTABLISHMENT OF NEW DAIRIES**

- A new Milk Powder plant to handle 6 Lakh LPD is being established at Padalur, Trichy DCMPU at an estimated cost of Rs.150 crore
- A new 2 Lakh LPD Dairy in Acharapakkam is being established to cater the growing needs of the Chennai suburban population
- New 2 Lakh LPD dairy in Namakkal DCMPU is being established to meet out the requirements of Namakkal district
- New 50 thousand LPD Dairy in newly created DCMPUs in Cuddalore, Karur, Dharmapuri and Tiruvannamalai Districts are being established to meet out the requirements of Milk and Milk Products of the respective Districts

## **14.2. MILCH ANIMAL PRODUCTIVITY ENHANCEMENT**

- High Genetic merit heifer calves with positive breeding value procured from FPRP/RGM-PTP schemes will be reared at Karumanthurai, Salem. The HGM bull calves born from this station will be sent to Aavin Frozen semen production station, Nilgiris and the heifer calves will be sold to the milk producers
- Additional LN2 storage capacity has been created in Tirupur, Namakkal, Tiruvannamalai, Nilgiris and Erode for 15,000 litres to store more frozen semen straws
- The oestrus synchronisation scheme is being implemented to address anestrus and repeat breeders issue and also to decrease the inter calving period in milch animals

### **14.3. RECOGNITION OF BEST MILK PRODUCERS & CONSUMERS**

- Top three Children of the Milk Producers each in 38 districts who have studied in Tamil medium and scored higher marks in Higher Secondary Public Examinations were awarded with cash prizes to a value of 6.84 Lakh for 114 students
- Three best Milk Producers from each DCMPUs were identified and totally 75 milk producers were issued with prizes to a value of Rs 4.5 lakh

### **14.4. IMPROVEMENT THROUGH ADMINISTRATIVE REFORMS IN THE ORGANIZATION**

- Two new District Co-operative Milk Producers' Unions were created with Headquarters at Kallakurichi and Tiruppathur respectively to improve the milk production



- Tamil Nadu Public Service Commission is entrusted to carry out the direct recruitment process for the requirement of manpower to TCMPF and DCMPUs
- An Integrated Monitoring Centre for cattle feed and mineral mixture has been established to ensure uninterrupted production and supply of Cattle feed and Mineral Mixture to Milk Producers
- To monitor the movement of milk and milk products through vehicles, a GPS Tracking system is being implemented in order to ensure timely distribution and to avoid loss in transit
- Various activities of Dairies, Parlours, BMCs, Offices and important events are covered with CCTV monitoring system in order to maintain discipline and order

## **14.5. ENHANCEMENT OF STORAGE CAPACITY**

- To meet out the additional storage requirement of Skimmed Milk Powder, 1500 MT of storage capacity godown is being constructed in Dairy cum Powder Plant, Tiruvannamalai
- To meet out the additional storage requirement of Cattle Feed, 1500 MT of storage capacity godown is being constructed in Erode Cattle Feed Unit

## 15. BUDGET ALLOCATION

Under the demand for Dairy Development Department, for the year 2022-2023, a sum of Rs.59.80 Crore allocated for Revenue Expenditure and Rs.43.46 Crore allocated for capital expenditure.

### Milk Co-operative Sector at a glance

S. No	Items	Details upto Mar'2023
1	<b>Primary Co-operative Milk Producers Societies level</b>	
1	Number of Milk Producers' Co-operative Societies	10,572
2	Milk Producers' Co-operative Societies registered during 2022- 23 (in Nos.)	395
3	Dormant Milk Producers Co-operative societies Revived during 2022-23 (in Nos.)	116
4	Total Number of members in Milk Producers' Co-operative Societies (in Lakh)	19.59
5	Number of milk pouring members (in Lakh)	3.99
6	Milk Production by societies (in LLPD)	37.38

<b>S. No</b>	<b>Items</b>	<b>Details upto Mar'2023</b>
<b>II</b>	<b>District Co-operative Unions level</b>	
7	Number of District Co-operative Milk Producers' Union	27
8	Milk Procurement by Unions (in LLPD)	33.69
9	Number of Union Dairies	18
10	Handling Capacity of Union Dairies (in LLPD)	30.13
11	Milk marketing in District Unions (in LLPD)	15.62
12	Number of milk distribution routes at the level of District Unions	410
13	Number of Chilling Centres	34
14	Handling Capacity of Chilling Centres (in LLPD)	14.67
15	Number of Bulk Milk Cooler Units	713
16	Chilling Capacity of Bulk Milk Cooler units (In LLPD)	25.59
<b>III</b>	<b>State Level</b>	
17	State Level Federation	1
18	Number of TCMPF Dairies	6

S. No	Items	Details upto Mar'2023
19	Handling Capacity of TCMPF Dairies (in LLPD)	18.65
20	Milk marketing in Chennai City (in LLPD)	14.39
21	Number of milk distribution routes in Chennai Metro	201
<b>IV</b>	<b>Others</b>	
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

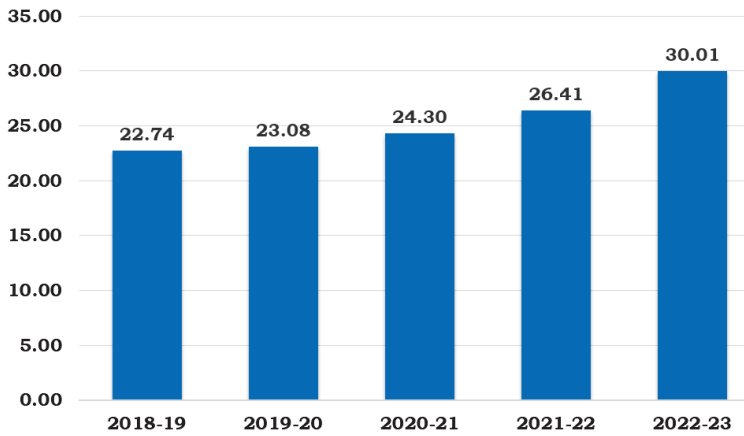
## **16. CONCLUSION**

Dairy Development Department provides various inputs such as cattle feed, fodder and Veterinary health services to milch animals of the milk producers, thus plays a significant role in improving the livelihood of rural milk producers by providing remunerative price to the milk and by providing input services. Aavin ensures the supply of quality milk and milk products to the consumers at a reasonable rate. This department acts as a connecting link between milk producers and consumers. This department enables generation of employment and livelihood. By ensuring sufficient cash flow in the rural economy, reduces poverty and ultimately brings inclusive sustainable development in the rural sector. Dairy Development Department is working towards achieving the second White Revolution in Tamil Nadu.

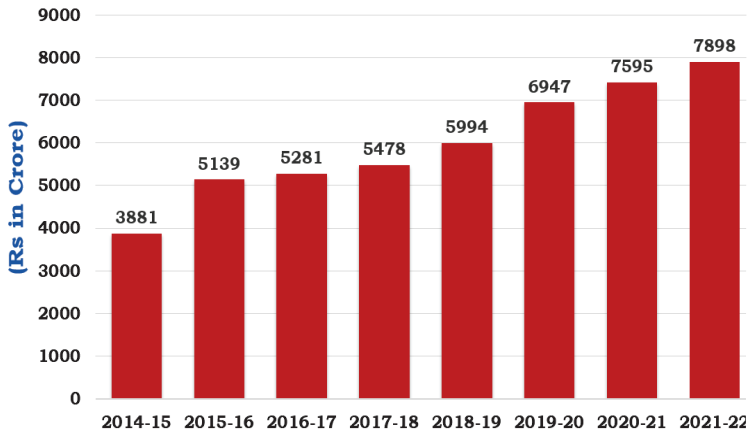
**S.M. Nasar**

Hon'ble Minister for Milk  
and Dairy Development

### CHENNAI METRO & DISTRICT UNIONS AAVIN MILK SALES (AVERAGE LPLD)



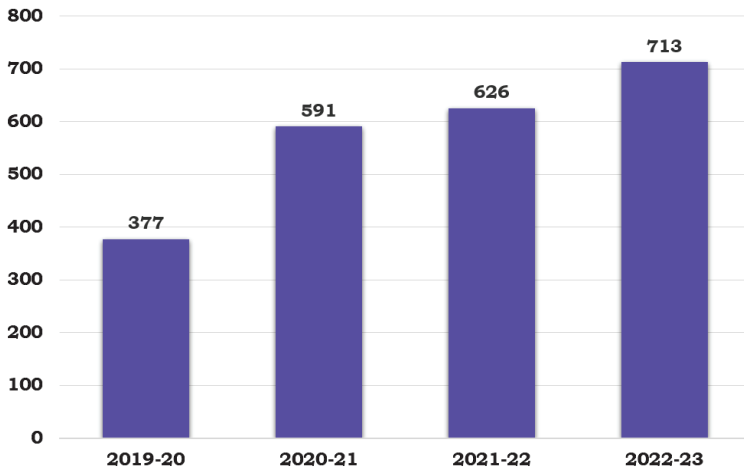
### SALES REVENUE (FEDERATION & UNIONS)



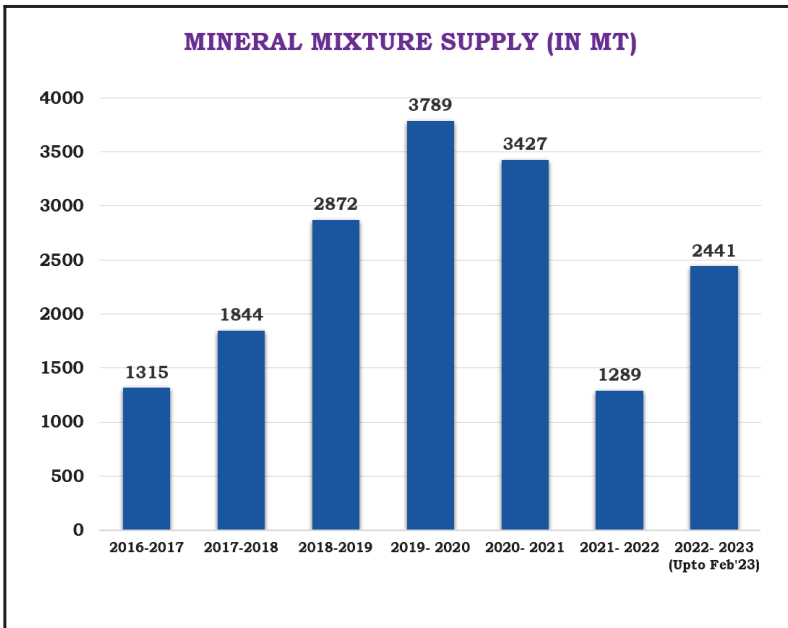
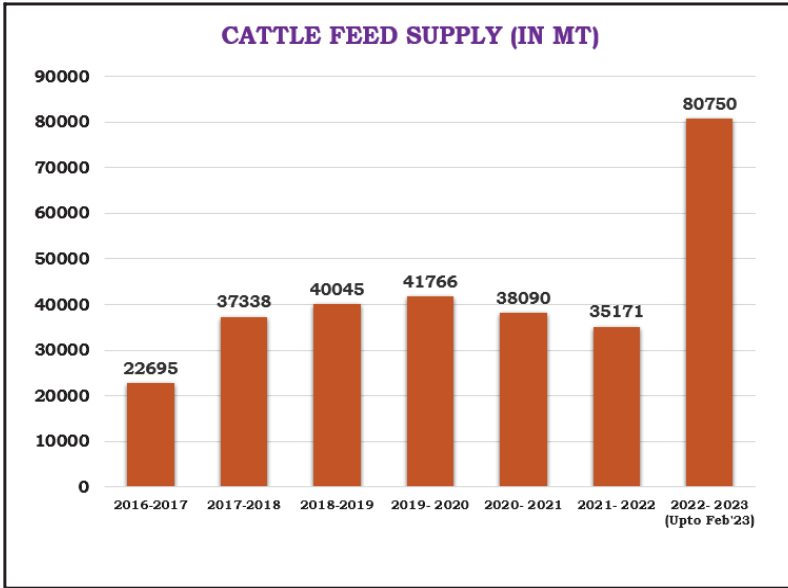
### MILK CHILLING CAPACITY (LLPD)

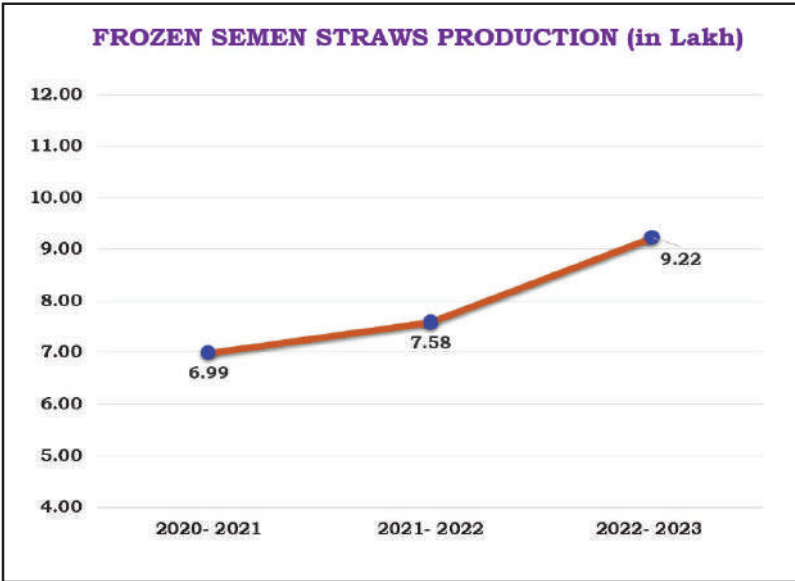
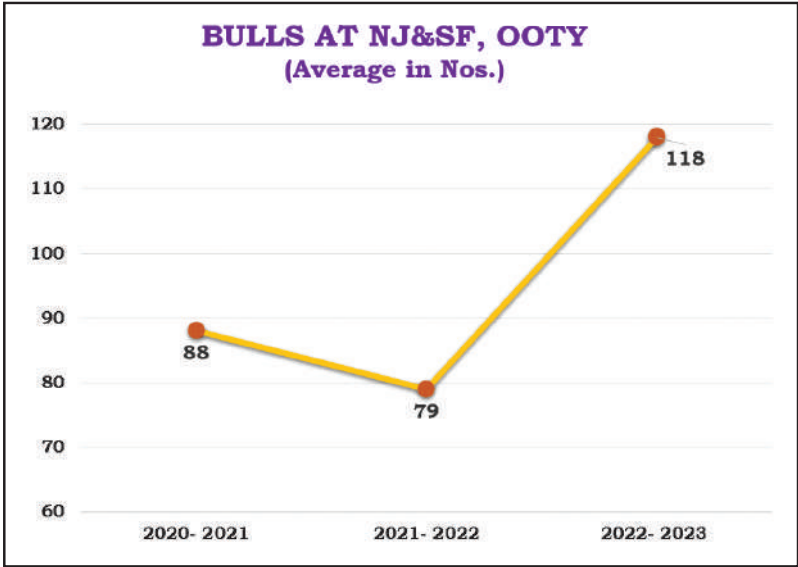


### BULK MILK COOLERS (Nos.)



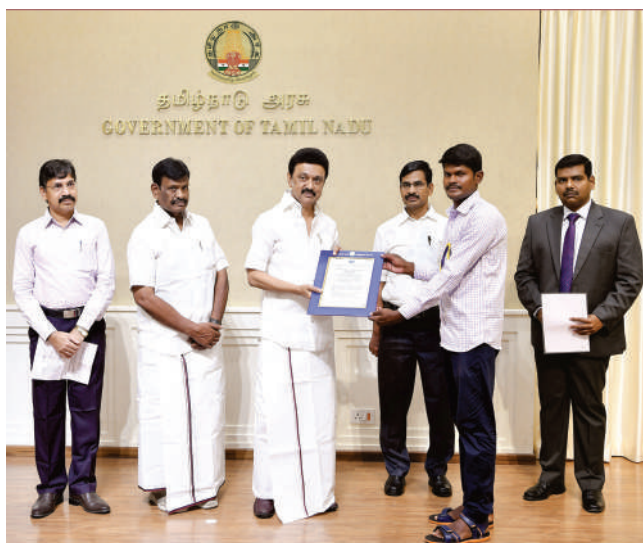








Hon'ble Chief Minister of Tamil Nadu inaugurated Aavin State Centre Lab at Madhavaram on 16.08.2022



Hon'ble Chief Minister of Tamil Nadu issued appointment orders on Compassionate Grounds on 16.08.2022



Hon'ble Chief Minister of Tamil Nadu inaugurated Ice cream plant at Salem DCMU on 13.12.2022



Hon'ble Minister for Dairy Development launched new sweets on occasion of Ayudha Pooja and Deepavali 2022



National Milk Day Celebration at Aavin



Hon'ble Minister for Dairy Development inaugurated  
New Aavin Parlour at MLA's Hostel, Chennai



Hon'ble Minister for Dairy Development launched  
10 varieties of New Products on 19.08.2022



Bike mounted Mobile Milking machine



**Milk Storage Silos**



**Milk Sachet packing machine**



Nuclear Jersey & Stud Farm, Ooty





Fodder production Unit at Pudukudi, Thanjavur

