

DAIRY DEVELOPMENT DEPARTMENT
POLICY NOTE 2012-2013

1. INTRODUCTION

India is home for the largest milch animal population in the World. India has become the world's largest milk producer after implementation of Operation Flood Schemes. Tamil Nadu is one among the major producers of milk in our country.

With the policy of Hon'ble Chief Minister of Tamil Nadu to create a Second White Revolution, Tamil Nadu is all set to take another big leap forward that aims at a multi fold increase in milk production in the State.

Out of total milk produced in our State 12% of milk is consumed at village level by the Milk Producers. 49% of milk is handled by unorganized sector such as local vending. The remaining 39% of milk is handled in the organized sector. The share of the Cooperatives in the organized sector is 24 lakh litres to 29 lakh litres per day. Measures are being taken to augment milk production and focus is being

given on improvement in productivity at grass root level.

The Milk Producers form the backbone for Dairy Industry. The extension of inputs activities, supply of cattle feed and payment of remunerative price for milk are being provided to help the Milk Producers to enhance Milk Production. The Government has given much importance for timely payment of milk cost to the Producers. The Hon'ble Chief Minister had given Rs. 115.85 Crore to the Milk Producers, when the District Unions could not make payment to the Producers in time. The District Unions are motivated to supply the required quantity of cattle feed to the farmers, issue of loans to loyal members for purchase of milch animals to increase milch animal strength and to form dairy units. To accomplish these tasks and to serve the farmers community, the Dairy Development Department is taking earnest efforts which now bring the desired results.

2. OBJECTIVES OF THE DEPARTMENT

The objectives of the department are:

1. To work towards remunerative price to the milk producers.
2. To improve input activities and animal health care for increasing milk production.
3. To bring the un-organized dairy sector into organized sector in a phased manner.
4. To monitor, supervise and regulate dairy activities.
5. To encourage liquid milk availability and supply of clean processed milk following hygienic and food safety measures to the consumers at reasonable price.
6. To ensure quality of milk and milk products as per the statutory specifications.
7. To ensure consistent growth of dairy sector in consonance with other industrial sectors.
8. To take ample efforts to ensure availability of feed and fodder to the dairy animals.
9. To update and infuse technology in various dairy activities.

2.1. STRATEGIES ADOPTED TO ACHIEVE THE OBJECTIVES

Methods adopted to achieve the above objectives are:

1. Strengthening clean milk production activities at village level.
2. Strengthening and capacity expansion of Dairy Plants functioning under Cooperative sector.
3. Enabling supply of clean and hygienic milk and milk products to consumers and ensuring of food safety norms in Dairy Sector.
4. Providing free veterinary health cover, implementation of artificial insemination programme, supply of balanced cattle feed, fodder cultivation and insurance cover to animals owned by the milk producers in Co-operative sector.
5. Implementation of State Schemes, Central Government Schemes, Centre-State shared Schemes and all sponsored Schemes for the growth of Dairy Sector.
6. Computerization of dairy activities at various levels to ensure transparency.

3. DAIRY DEVELOPMENT DEPARTMENT

3.1. Department structure

The Dairy Development Department was established in the year 1958. The Administrative and statutory control of all the Dairy Cooperatives in the State was transferred to this Department on 01.08.1965. The Commissioner for Milk Production and Dairy Development is the Head of the Department and officiates as the Functional Registrar of Dairy Co-operatives and also functions as the Managing Director of the Tamil Nadu Co-operative Milk Producers' Federation Limited.

Statutory functions such as Registration of new Societies, revival of dormant Societies, inspection of societies, settlement of disputes, conduct of election to the Boards of management, constitution of Boards, issue of direction to Societies in the interest of public etc. are exercised by the Commissioner for Milk Production and Dairy Development Department under the relevant provisions of the Tamil Nadu

Co-operative Societies Act, 1983 and Tamil Nadu Co-operative Societies Rules, 1988.

The Commissioner for Milk Production and Dairy Development is assisted by Deputy Milk Commissioner (Co-operation) and 24 Deputy Registrars (Dairying) at the regional level for discharging the statutory and Administrative functions.

3.2. Tamil Nadu Cooperative Milk Producers' Federation Limited

The Dairy Development Department was established in Tamil Nadu during 1958. The commercial activities of the Dairy Development Department were handed over to the Tamil Nadu Dairy Development Corporation in July 1972, which came under the control of Tamil Nadu Co-operative Milk Producers' Federation in February, 1981. The Dairy Development Programmes are being implemented through a network of co-operatives designed on the '*Anand model*' of Gujarat State.

The institutional frame has a three-tier structure with the Primary Milk Producers' Co-

operative Societies at the grass root (Village) level, Milk Producers' Co-operative Union at the middle (District) level and Federation of District Co-operative Milk Producers' Union at the apex (State) level.

The brand name of Dairy Cooperative is '*aavin*'. The Federation has 4 Dairy Units in Chennai which collect milk from District Unions, process and pack in sachets and send for sale to consumers in and around Chennai City. Sale of liquid milk in Chennai and Districts has increased steadily.

Milk products of '*aavin*' and Dairy Cooperatives are popular among the consumers in Tamil Nadu. Ambattur Product Dairy is manufacturing milk products.

Table 1:

Metro Dairies

Name of the Dairy	Activity	Capacity (In Litres Per Day)
Madhavaram	Milk processing	2,00,000
Ambattur	Milk processing	4,00,000
Sholinganallur	Milk processing	4,00,000
Product Dairy, Ambattur	Milk Products	10,000

3.3. District Co-operative Milk Producers' Unions

17 District Co-operative Milk Producers' Unions are functioning in Tamil Nadu. Primary Milk Co-operatives functioning in the area of operation are affiliated to the concerned District Unions. The District Collectors of the Districts where the Union is located are the Special Officers of the Unions in the place of elected Boards.

The main activities of the unions are to procure milk from Primary Societies, promote clean milk production, quality based milk cost payment, supply of input services, animal health coverage, supply of feed and fodder, implementation of State and Central Government schemes at District level, conversion of surplus milk into skim milk powder and milk products, marketing of liquid milk and milk products locally and through Metro Dairies.

Table 2:
Union wise handling capacity

S. No	Name of the Union	Year of commencement	Licensed Capacity (In LPD)	No. of Chilling Centres
1	Kancheepuram-Tiruvallur	1979	1, 10,000	2
2	Villupuram	1982	3,00,000	2
3	Vellore	1982	3,80,000	4
4	Dharmapuri	1982	2,50,000	2
5	Salem	1978	5,00,000	3
6	Erode	1975	4,50,000	3
7	Coimbatore	1979	2,50,000	4
8	The Nilgiris	1978	50,000	1
9	Madurai	1982	2,00,000	1
10	Dindigul	1987	1,50,000	2
11	Tiruchirapalli	1980	3,30,000	3
12	Pudukkottai	1985		
13	Thanjavur	1982	50,000	1
14	Sivagangai	1982	74,000	2
15	Virudhunagar	1985	60,000	1
16	Tirunelveli	1982	1,00,000	4
17	Kanniyakumari	1982	20,000	0
	Total		32,74,000	35

The chilling centre at Pudukkottai was established on 20.04.1986 under Operation Flood and operated till 16.10.1993. The chilling centre was closed as it could not be operated with full capacity. So, the Union collects milk from the Milk Societies and send to Tiruchirapalli Union, and gets processed and packed milk for marketing.

The Pudukkottai Chilling Centre is being converted into a Dairy with the financial assistance of Rs.2.99 crore from Intensive Dairy Development Programme. On completion of the work the Dairy will start functioning.

3.4. Village Milk Co-operative Societies

At village level, a total number of 9,231 Milk Producers' Co-operative Societies are functioning in our State, which includes 1,491 Milk Producers' Women Co-operative Societies. Apart from the above, 62 Milk Consumer Co-operative Societies are also functioning in the State to cater to the need of the milk consumers. There are 4.19 lakh milk producers now pouring milk to the societies. The Producer

Members of Dairy Co-operative Societies are paid dividend for their share capital, bonus and patronage rebate when the society earns profit and additional price for the quantity of milk poured.

Table 3:

Union wise Societies and Pouring Members

S. No	Name of the Union	No. of societies	No. of pouring members
1	Kancheepuram – Tiruvallur	410	12,110
2	Villupuram	817	34,726
3	Vellore	1,130	91,341
4	Dharmapuri	611	25,779
5	Salem	1,262	48,695
6	Erode	738	38,470
7	Coimbatore	679	21,647
8	The Nilgiris	95	4,609
9	Madurai	972	22,854
10	Dindigul	293	7,401
11	Tiruchirapalli	732	52,832
12	Thanjavur	253	20,513
13	Pudukkottai	73	4,240
14	Sivagangai	437	8,520
15	Virudhunagar	132	4,361
16	Tirunelveli	495	15,469
17	Kanniyakumari	102	5,480
	Total	9,231	4,19,047

3.5. Quality Control Laboratory

Quality control laboratory is functioning under the control of the Commissioner for Milk Production and Dairy Development (CMPDD) at Madhavaram, Chennai. Samples of Milk and Milk Products are tested in the laboratory to ensure supply of quality milk and milk products to consumers. Apart from this, each Dairy is having internal quality control laboratory manned by qualified personnel. These laboratories ensure quality of milk and milk products at receipt and despatch points.

A mobile quality control laboratory is also functioning at Chennai. The quality control laboratory at Madhavaram is testing milk products and acting as Research & Development Laboratory for introduction of new milk products in the State.

3.6. Food Safety and Standards Act 2006 (FSA 2006)

Under Milk and Milk Products Regulation 1992, Commissioner for Milk Production and Dairy Development was the State Registering Authority for Dairy Sector, and had enforced the order and

regulated the entire dairying activities in the State. But with effect from 5.8.2011, FSA 2006 of Government of India has come into force and Milk and Milk Products Regulation 1992 had been placed under FSA and the Food Safety Commissioner is enforcing the Act regarding all food items including milk and milk products.

4.0 EFFORTS TO ENHANCE MILK PRODUCTION AND MILK PRODUCERS' WELFARE

There are 4.19 lakh producers pouring milk to the Primary Milk Producers Co-operative Societies. They are not only paid money for their milk poured but also provided with services of animal health care, artificial insemination, insurance, cattle feed and tie up arrangement for the purchase of milch animals through various schemes.

During 2011-2012, the following producers' welfare measures were provided.

1. 1,460 Primary Milk Cooperative Societies have been organized.

2. The Mineral Mixture production had been arranged from the plants located at Erode, Tiruchirapalli, Villupuram and Tirunelveli District Cooperative Milk producers' Unions to feed the animals of milk producers.
3. 17.69 lakh frozen semen straws were produced at the ISO certified Nucleus Jersey and Stud Farm at Udthagamandalam to provide quality Artificial Insemination service.
4. In 2011-2012, a sum of Rs.10.21 crore has been paid to the members of MPCS as patronage rebate, dividend and bonus.
5. Ensured maintenance of initial quality of milk by installing Bulk Milk Coolers.
6. Milk producers are being paid at the rate of Rs.20 per litre for cow milk and Rs. 28 per litre for buffalo milk.

5. SERVICE TO MILK CONSUMERS

"aavin" is the most trusted brand in Tamil Nadu. Liquid milk and milk products are sold under this brand.

Three liquid milk dairies and one product dairy are functioning in Chennai Metro. All these Metro Dairies are ISO (International Standards Organization) and HACCP (Hazard Analysis and Critical Control Point) certified for ensuring quality.

Metro Dairies have also obtained ISO 14001 certification for compliance of environmental management system.

In order to get feedback from consumers and to redress their grievances a 24 hour 'consumer care and support cell' is functioning at Nandanam, Corporate office. This cell is equipped with a Toll free No. 18004253300 to contact round-the-clock. The milk requirement of the customer is met through around 723 milk depots. 58 Milk Parlours are functioning in the metro to cater the needs of the consumers.

6. BENEFITS EXTENDED TO EMPLOYEES

There are 1,979 employees working in Federation, 3,930 employees are working in 17 Unions and 19,823 employees are working in 9,231 Primary Dairy Cooperatives. They are provided with the following benefits.

1. Productivity Linked Incentives are being given to Federation and Union employees.
2. The monthly pay of Primary Cooperative employees was enhanced by Rs. 200 per month with effect from 25.11.2011.
3. Bonus and ex-gratia are distributed to the employees of the Department, Federation and Unions.
4. On the occasion of festivals, employees of the Dairy Co-operatives are provided with gift packets containing milk products.

7. PROCUREMENT OF MILK

During 2011-2012, the average milk procurement was in between 21 LLPD to 25 LLPD depending upon season. The total milk

procurement in the year 2010-2011 was 75.44 Crore Litre and it has been increased to 78.09 Crore Litre in 2011-2012.

In order to help 4.19 milk producers supplying milk to the societies, the procurement price of cow milk was revised from Rs. 18.00 to Rs.20.00 per litre and buffalo milk price was revised from Rs. 26.00 to Rs.28.00 per litre with effect from 18.11.2011.

Similarly, the selling price of toned milk was revised from Rs. 17.75 to Rs. 24.00 per litre for card holders. This price is still lower than prevailing price in neighbouring States and Private brands.

7.1. Financial Assistance of State Government to settle pending milk cost payment to Producers:

During last 5.1.2011 and 16.2.2011 the procurement price alone was raised without revising selling price resulting in difficulty in settlement of milk price to the producers. To make the payment of milk dues to the milk producers, the Hon'ble Chief Minister has ordered to release Rs.49.65 Crores on 7.7.2011,

Rs.33.10 Crores on 8.9.2011 and Rs.33.10 Crores on 4.11.2011 put together Rs.115.85 Crore as interest free ways and means advance.

8. STATE SCHEMES

8.1. Part –II Scheme - 2012-2013

For the development of infrastructure at grass root level, a sum of Rs. 113.91 lakh will be sanctioned for the year 2012-13 under Part II Scheme. Out of this, Rs.15 lakh will be the institution share and the balance Rs.98.91 lakh will be the Government share.

- a. To supply milk cans to 250 Milk producers' Co-operative Societies @ Rs.3,000/-per can a sum of Rs.30 lakh have been sanctioned for 1,000 stainless steel milk cans. Rs.15 lakh will be Government share and the remaining Rs.15 lakh will be the beneficiary share.
- b. For the use in the Office of Commissioner for Milk Production and Dairy Development, one copier machine and one Fax machine will be purchased at a total cost of Rs.0.83 lakh.

- c. 600 metre length protection wall to the orchard at Madhavaram Milk Colony will be Constructed at a financial outlay of Rs.19.27 lakh.
- d. One motor with accessories to the sanitary well at Commissioner for Milk Production and Dairy Development campus, Madhavaram Milk Colony will be provided at a financial outlay of Rs.2.50 lakh.
- e. Providing Light Vehicle to the Deputy Registrar (Dairying) of Thanjavur, Thiruvarur, Thiruvannamalai and Nagercoil at a financial outlay of Rs.24.80 lakh will be provided.

8.2. Thiruvannamalai Dairy cum Powder Plant

The establishment of a Dairy cum powder plant at Ammapalayam Village, Thiruvannamalai District with a handling capacity of 2 Lakh Litre of milk per day and drying capacity of 20 MT at a total cost of Rs. 60.18 Crore is under process. The work is carried out by National Dairy Development Board (NDDB) on turn-key basis.

95% of the project cost Rs.56.93 Crore is met from NABARD loan and the remaining 5% Rs.3.25 Crore is from State Government. The State Government has so far released Rs. 45.74 Crore and the same has been transferred to NDDB. The Project is expected to be completed by July 2013.

9.0 SCHEMES

9.1 National Agriculture Development Programme (NADP) and National Mission for Protein Supplement (NMPS)

The State Level Sanctioning Committee' headed by the Chief Secretary of Tamilnadu has sanctioned an amount of Rs. 24.62 Crore to Dairy Development Department with a vision to increase milk production, handling capacities of the Dairies, provide focused animal health coverage to the milk producers using cluster concept, easy accessibility of the Veterinarians for timely treatment through frequent visit to the societies and to form more Milk Cooperatives in about 50% of the villages where the societies are not in existence.

The Government have sanctioned a sum of Rs. 9.33 crore to strengthen Metro Dairies at Madavaram, Ambattur and Sholinganallur and Dairies at Erode, Krishnagiri, Kancheepuram and Villupuram District Cooperative Milk Producers' Unions.

9.1.1. Door Step Veterinary and Emergency Health Services

276 Mobile Veterinary Cluster Centres covering 9,231 Milk Producers' Cooperative Societies functioning under District Milk Unions were identified. 121 cluster centres will be managed by the existing veterinarians and 155 cluster centres will be managed by new veterinarians engaged under this Scheme.

9.1.2. Strengthening of Vellore Dairy

Milk pasteurizer, homogenizer, cream pasteurizer, cream ripening tank, ghee boiler, ghee settling tank and pouch filling machines are being installed to strengthen the milk handling facilities at Vellore Dairy at a total cost of Rs. 1.13 Crore.

9.1.3 Strengthening of Product Dairy at Ambattur

The ice cream production facilities, candy production facilities and modification of hardening chamber at Ambattur Product Dairy is being created at a total cost of Rs. 1 crore.

9.1.4 Purchase of Bulk Milk Coolers

Orders have been placed for the purchase of 10 Nos. of Bulk Milk Coolers, 6 to Salem Union, 3 to Erode Union and one to Villupuram Union at a total cost of Rs. 4 crore.

9.1.5 Strengthening of Krishnagiri Dairy

The infrastructure at Krishnagiri Dairy is being strengthened by installing pasteurizer and milk separator. Arrangement is being made to supply potable water, replacement of boiler chimney, strengthening atmospheric condenser and replacement of cream and milk storage tanks and renovation of butter deep freezer unit at a cost of Rs. 2.70 Crore. Homogenizer, replacement of Calendria stage (I) and complete automation of powder plant

are being installed to increase local milk sales and to enhance the quality of skim milk powder at a total cost of Rs.90 lakhs.

9.1.6 Strengthening of Kakalur Dairy

The Kakalur Dairy is being expanded to handle one lakh litre of Milk per day from the existing capacity. The Dairy will be made as a Satellite Dairy to cater the needs of Chennai Metro at a cost of Rs. 3.65 Crore. The refrigeration compressor, walk-in-cooler, boiler, packing machine and vertical raw milk storage tank are being installed at a total cost of Rs.40 lakhs.

9.1.7 Establishment of cold chain net work for marketing milk products

A new modern parlour was installed at Ashok Nagar. The work for the installation of two new parlours is in progress. 35 bottle coolers and 35 deep freezers were already installed. The installation of mobile parlours is under progress.

9.1.8 Strengthening of Madhavaram Dairy

Madhavaram Dairy is being strengthened by installing additional refrigeration system, milk chiller, butter deep freezer and additional milk cold room at a total cost of Rs. 1.82 Crore.

9.1.9 Strengthening of Ambattur Dairy

New milk silo, auto CIP system, packing machines, Plate Heat Exchanger type condenser for refrigeration system, expansion of loading dock in southern side, solar water heating system and a new cold room are being installed at Ambattur Dairy at a cost of Rs. 2.52 Crore.

9.1.10 Strengthening of Sholinganallur Dairy

Pasteurizer, screw compressors for refrigeration and air handling unit, milk silo, expansion of butter cold storage, packing machines etc., are being erected at a total cost of Rs. 1.72 crore to strengthen Sholinganallur Dairy.

9.1.11 Strengthening of Erode Dairy

Renovation of powder plant, strengthening of fat handling and auto cleaning facilities are being carried out at Erode Dairy at a total cost of Rs. 1.66

Crore. A new cream separator, single circuit CIP system, cream ripening tank are also being installed.

9.1.12 Strengthening of Villupuram Dairy

The Villupuram Dairy is being strengthened by installing a new refrigeration compressor, IBT shed and packing machines at a total cost of Rs.31 lakh.

9. 2. Intensive Dairy Development Programme

The objective of the scheme is to improve milk procurement, milk sales, creation of infrastructure required for milk processing and marketing, extension of input activities and manpower development in Districts. The entire fund is sanctioned as 100% grant spread over for a period of five years.

During the year 2011-2012, GOI have sanctioned a sum of Rs. 2.99 Crore to Pudukkottai District Co-operative Milk Producers' Union and Rs. 2.99 Crore to Virudhunagar District Co-operative Milk Producers' Union for the implementation of Intensive Dairy Development Programme (IDDP) Scheme. The GOI released the first year grant of Rs. 1.89 crore to the implementing Unions.

In addition, three New proposals for Nilgiris , Dharmapuri, Kancheepuram-Thiruvallur Unions for Rs. 3.00 Crore, Rs.4.13 Crore and Rs.3 Crore respectively have been sent to GOI for sanction.

9.3 Strengthening Infrastructure for Quality and Clean Milk Production

The objective of the scheme is to provide training to farmers on Clean Milk Production activities, provision of chemicals and utensils, strengthening of laboratories at District Union Dairies / Chilling Centres and installation of Bulk Milk Coolers at societies to improve initial quality of milk at village level.

The components of farmers training, provision of antiseptic solutions and supply of stainless steel utensils and modernization of quality control laboratories at Dairies / Chilling Centres are sanctioned as 100% grant. 75% grant for installation of Bulk Milk Coolers (BMC) and the remaining 25% is met by the concerned beneficiary District Unions.

The Scheme is implemented in Vellore, Villupuram, Tiruchirapalli, Dharmapuri, Salem, Kancheepuram-Tiruvallur, Erode, The Nilgiris,

Madurai, Dindigul, Coimbatore, Tirunelveli and Sivagangai Milk Unions at the outlay of Rs.23.42 Crores, of which the GOI grant is Rs.19.03 Crore and the beneficiary Union share is Rs. 4.39 Crore. The GOI has so far released a sum of Rs.14.65 crore as grant.

Further, Erode Union proposal for Rs. 13.89 Crore, Salem Union proposal for Rs.14.35 Crore, Virudhunagar Union proposal for Rs. 1.13 Crore and Thanjavur Union proposal for Rs. 2.19 Crore have been sent to GOI for sanction.

10. "ASSISTANCE TO CO-OPERATIVES"- REHABILITATION OF UNIONS

The objective of the scheme is to wipe off cash loss in District Co-operatives Milk Producers' Unions and make them viable with suitable Rehabilitation Plan. The Scheme is a shared scheme between State and GOI on a 50: 50 sharing basis. The rehabilitation proposal of DCMPUs will be prepared by NDDDB with the concurrence of State Government and sent to GOI for sanction.

In the year 2011-2012, GOI have sanctioned Rs.1.33 Crore to Dindigul Union, Rs. 7.60 Crore to Thanjavur Union and Rs.3.88 crore to Kancheepuram Union. With the concurrence of State Government NDDDB has prepared Rs.7.17 Crore proposal for Nilgiris Union and forwarded to GOI for sanction.

11. ESTABLISHMENT OF NEW PRODUCT DAIRY BY FEDERATION AT AMBATTUR

The existing product Dairy at Ambattur is producing a wide range of milk products such as ice cream, kova, lassi, curd, butter milk Paneer, Gulab jamoon and Mysorepa etc., since the existing production capacity is inadequate to meet the growing demand of milk products of Chennai, hence a new Product Dairy was Proposed. The new Product Dairy will be established in the vacant land adjacent to existing Product Dairy in an area of 2.50 acres with a total outlay of Rs. 12 Crore. The work has been initiated with Federation funds. TCMPF is seeking financial assistance from NABARD and other sources.

12. PERSPECTIVE PLAN 2011-2016

In order to usher into a Second White Revolution in the State, the following strategies are envisioned by the Department:

- Strengthening grass root level infrastructure by forming 6000 Dairy Units in phased manner of 4 years from 2011-2012 to 2014-2015. Under this, each year 1,500 Dairy Units will be formed by engaging NGOs.
- Reorganizing the existing 121 veterinary routes and to establish 276 mobile veterinary centres to cover 9231 MPCS. The veterinary service will be provided to all the animals of members round the clock. Animal Insurance will be done with TNLDA assistance.
- Input support will be provided to producers for supply of balanced feed to their cattle.
- Green fodder cultivation will be encouraged among producers.
- The chilling facility at villages and Dairy handling capacities will be expanded to handle more milk.

- New product manufacturing facilities will be created to sell milk products.

13. PLAN FOR THE YEAR 2012-2013

13.1 Milk Production through Milk Producers' Co-operative Societies

It is proposed to increase milk production to 28 lakh litres of milk per day at the primary level by forming new Milk Producers' Cooperative Societies, bringing more producers to cooperative fold by ensuring animal health care and providing cattle feed.

13.2 Increase in milk and milk product sale

Chennai metro region has been expanded and it's population is growing. In order to fulfill the increasing demand, TCMPF is planning to increase the sale of milk by another one lakh litre per day. The ice cream and other milk products manufacturing facilities will be increased to cater the consumer demand.

13.3 Milk Marketing

It is proposed to sell 11 lakh litres of milk per day in Chennai Metro and 10.00 lakh litres of milk per day in District Unions in various pack size and varieties.

Table-4
Selling Price of Milk

Sl · No	Type of Milk	Sachet colour	Specification		Card	Maximum Retail Prices
			FAT %	SNF %		
1	Double Toned Milk	Pink	1.5	9.0	11.50	12.00
2	Toned Milk	Blue	3.0	8.5	12.00	13.50
3	Standar- dized Milk	Green	4.5	8.5	14.50	15.50
4	Full Cream Milk	Orange	6.0	9.0	16.50	17.50

14 PRODUCTS MARKETING

The milk products of '*aavin*' are popular among consumers. Products are manufactured in Dairies of Federation and District Unions.

The product range includes Ghee, Butter, Skimmed Milk Powder, Badam Powder, Khova Tetra Pack Milk , Dates khova , Paneer, Curd, Yoghurt, Butter Milk , Ice Cream, Gulab Jmoon and Flavoured Milk etc., These products are being marketed through Federation and Union parlours.

Table 5**Annual Production of Milk Products in DCMPUs**

Sl. No	Name of the Union	SMP (In MTs)	Butter (In MTs)	Ghee (In MTs)	Khova (In Kgs.)	Ice Cream (In Ltrs.)
1	Villupuram	–	–	21	1,683	–
2	Vellore	–	–	155	11,600	5,764
3	Dharmapuri	451	546	327	12,299	–
4	Salem	1,505	1,955	159	24,200	–
5	Erode	3,215	1,996	468	72,000	–
6	Coimbatore	–	7	114	22,397	–
7	The Nilgiris	–	23	23	5,120	3,970
8	Madurai	680	547	135	10,600	–
9	Dindigul	–	–	50	220	–
10	Tiruchy	–	–	180	7,000	–
11	Thanjavur	–	–	4	30,000	–
12	Pudukkottai	–	–	–	300	–
13	Sivagangai	–	–	50	200	–
14	Virudhu-nagar	–	–	31	1,000	–
15	Tirunelveli	–	–	96	10,780	625
16	Kanniya kumari	–	–	3	60	–
17	Kancheepuram	–	–	–	100	–
	Total	5,851	5,074	1,816	2,09,559	10,359

Table 6
Annual Milk Product production in Ambattur
Product Dairy

Sl. No	Product	Production
1	Khova (Tons)	289.60
2	Mysore pa (Tons)	76.90
3	Gulab jamoon (Tons)	14.60
4	Curd (Lakh Litres)	3.50
5	Lassi (Lakh Litres)	3.36
6	Butter milk (Lakh Litres)	6.47
7	Yoghurt (Lakh Numbers)	1.31
8	Paneer (Tons)	20.00
9	Ice Cream (Lakh Litres)	2.26

15. DEPARTMENT OF AUDIT FOR MILK COOPERATIVES

The Department of Audit for Milk Co-operatives is functioning from 01-10-1987. This Department is entrusted with conducting of statutory audit of Tamil Nadu Co-operative Milk Producers' Federation Limited, District Co-operative Milk Producers' Unions and Primary Milk Producers' and Consumers' Co-operative Societies.

In addition to 28 employees of this department, 307 employees are working on deputation from Co-operation, Finance, Treasuries and Accounts Department.

AUDIT FEES AND COST UNDER FUNDAMENTAL RULE (F.R.)

From 01-04-2011 to 31-03-2012 a sum of Rs.24.37 lakh was collected towards Audit Fees and remitted into Government accounts, as against the demand of Rs.25.48 lakh. Further F.R. cost of Rs.52.77 lakh was collected and remitted into Government Account, as against the demand of Rs56.77 lakh in the same year.

16. CONCLUSION

Dairy Development Department is on the fast track growth, due to the vision, the novel free milch animals scheme and impetus given by the Hon'ble Chief Minister.

Coverage of new villages, strengthening grass root structure, Door Step Veterinary care and

other input services have resulted in increased faith of producers in cooperatives.

The additional milk handling facilities, maintenance of cold chain and dedicated work force minimizes wastage and ensures additional remuneration to producers.

Concerted efforts taken by the Department have started giving results towards creation of Second White Revolution as envisioned by the Hon'ble Chief Minister.

V. MOORTHY,
Minister for Milk and
Dairy Development

Table-7
Important Information

Sl. No	Items	Particulars
1	Total number of functional Milk Producers' Coop. Societies.	9,231
2	New Milk Producers' Co-operative Societies formed during 2011-12	1,460
3	Total Number of members in Milk Producers' Cooperative Societies (In Lakh)	22.26
4	Total No. of pouring members (In lakh)	4.19
5	Milk Production by societies (In llpd)	24 to 29
6	No of District Unions	17
7	State Level Federation	1
8	No. of Registered private Dairies in the State	42
9	Milk Procurement by Unions on an seasonal average (In llpd)	21 to 25
10	Milk marketing in Chennai City (In llpd)	10.57
11	Milk marketing in District Unions (In llpd)	9.78
12	Number of Union Dairies	16
13	No. of Federation Dairies	4
14	Handling Capacity of Union Dairies (In llpd)	20.72
15	Handling Capacity of Federation Dairies (In llpd)	10.00

16	Handling Capacity of Registered Private Dairies (In ltpd)	30.50
17	Number of Chilling Centres	35
18	Handling Capacity of Chilling Centres (In ltpd)	14.75
19	Number of Bulk Milk Cooler Units	184
20	Handling Capacity of Bulk Milk Cooler units (In ltpd)	7.33
21	Number of rural milk collection routes	528
22	Number of milk distribution routes at District level	230
23	Number of milk distribution routes Chennai Metro	107
24	Number of Powder plants (Erode, Salem, Madurai and Dharmapuri)	4
25	Capacity of powder plants for drying Milk	70MT/day

TABLE -8**Union wise Milk Procurement
(Average per day)**

Sl. No	Name of the Union	2011-2012 (In litres)
1	Kancheepuram- Thiruvallur	56,000
2	Villupuram	1,52,000
3	Vellore	2,52,000
4	Dharmapuri	1,09,000
5	Salem	4,23,000
6	Erode	2,31,000
7	Coimbatore	2,30,000
8	The Nilgiris	17,000
9	Madurai	1,68,000
10	Dindigul	40,000
11	Tiruchirapalli	2,94,000
12	Thanjavur	42,000
13	Pudukottai	14,000
14	Sivagangai	33,000
15	Virudhunagar	12,000
16	Tirunelveli	58,000
17	Kanniyakumari	9,000
	Total	21,40,000

TABLE- 9**Milk Sales in Chennai and District Unions**

Sl. No.	Name of the Union	2011-2012 (In Litres per day)
1	Kancheepuram- Thiruvallur	7,560
2	Villupuram	30,086
3	Vellore	87,847
4	Dharmapuri	21,690
5	Salem	1,76,854
6	Erode	79,371
7	Coimbatore	1,58,175
8	The Nilgiris	16,543
9	Madurai	1,46,605
10	Dindigul	15,155
11	Tiruchirapalli	1,11,284
12	Thanjavur	19,529
13	Pudukottai	6,830
14	Sivagangai	27,605
15	Virudhunagar	10,623
16	Tirunelveli	48,818
17	Kanniyakumari	13,825
	Total	9,78,400
18.	Chennai Metro Sales	10,57,000
	Grand Total	20,35,400