

# White Revolution in India

In India, the initiative that was used to enhance milk production is acknowledged as the White Revolution, also termed Operation Flood. In 1970, the National Dairy Development Board (NDDB) was set up to structure dairy advancement via cooperative societies, ushering in this milk revolution in India. Prof. Verghese Kurien was known as the father of the White Revolution in India.

The prime objective of the white revolution was always to make India self-sufficient in terms of dairy production. This movement aided in increasing milk productivity in the country, which would then be sold at market prices. Due to the white revolution furthermore, there was increased demand for dairy cattle, and it prompted the dairy industry to adopt modern technology.

The white revolution helped tremendously to the country with many benefits such as closing milk solids imports in India, revamping dairy businesses and infrastructures, achieving dairy needs, and enhancing the genetics of milking species through cross-breeding.

## History of White Revolution in India

The efforts toward the white revolution had already started in the 1960s, but the actual implementation of the program did not start much until 1970. The following are a set of events mentioned that led to the operation flood:

- From 1964 to 1965, India implemented the Intensive Cattle Development Programme, which provided cattle owners with the benefit of improved animal husbandry in order to promote the white revolution in India.
- Afterward, the National Dairy Development Board launched a new scheme called "operation flood" to accelerate the country's white revolution.
- Operation Flood began in 1970 with the goal of creating a country-wide milk grid.
- The National Dairy Development Board of India (NDDB) initiated the rural development plan.

## White Revolution in India

Dr. Verghese Kurein, known as the "Milkman of India," was instrumental in pioneering India's food processing industry. He conceived the idea of the White Revolution in India. Numerous powerful institutions, such as the Gujarat Cooperative Milk Marketing Federation Ltd and also the National Dairy Development Board, were founded under his leadership (NDDB). The NDDB launched the White Revolution in the 1970s, with rural milk producers' cooperatives serving as its foundation.

Dr. Kurien's perception of Indian agribusiness, as well as the trust he has managed to earn from the agricultural or farming communities, have greatly aided the Indian dairy sector. His frequently published interpretation was that India's position in the sun could very well come from the partnership of its rural folk's wisdom and the skills of its professionals. This brought about the soul of his existence and purpose in life.

## Role of Amul in White Revolution

The Amul ternary of Verghese Kurien, Shri Tribhuvandas Kishibhai Patel, and Harichand Megha Dalaya was instrumental in the success of this venture. Amul played a significant role in the growth and accomplishment of Operation Flood.

- Amul, which is The Kaira District Co-operative Milk Producers' Union, is a dairy cooperative society in India. It is headquartered in the Anand district of Gujarat. It is an example of a cooperative brand that was founded in the year 1946 and is operated by a cooperative system, namely Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF).
- Amul was a driving force behind the White Revolution in India, which saw the country become the world's leading producer and supplier of milk and dairy products. Kaira Union created the brand "Amul" to market its product line. The term "Amul" comes from the Sanskrit word "Amulya," which implies "precious."
- Under the supervision of Sardar Vallabhbhai Patel, Tribhuvandas Kishibhai Patel turned into the organisation's founding chairman and contributed to the presidency until he retired in the 1970s.
- In 1949, he recruited Dr. Verghese Kurien and persuaded him to come in and help with the venture.
- Verghese Kurien was the founding director and CEO of the Gujarat Cooperative Milk Marketing Federation (GCMMF) for a span of over 30 years (1973-2006) and is often attributed to the marketing success of Amul.
- Prime Minister Lal Bahadur Shastri appointed Verghese Kurien, the chairman and founder of Amul, as the Chairman of the National Dairy Development Board (NDDB). Kurien pushed the programme to victory and is now regarded as its draughtsman.
- Amul's success has sparked popular movements in similar other agricultural markets in India. Such industries thrive in fields such as marketing and monitoring, management, and branding, including technology, and they establish guidelines for businesses all over the world to obey and adapt to.
- The Cooperative Model of Amul company has gradually gained and introduced additional products, establishing a strong foundation founded by its progressive leader.
- Amul has always been one of India's best-known food companies, and many other dairy companies in the country, including Verka in Punjab, Nandini in Karnataka, and Aavin in Tamil Nadu, take it as a role model.

## Phases of Operation Flood in India

The white revolution in India was launched in phases. There were three phases in which it was conducted. Let's learn about the phases of the operation flood in India in detail here.

### Phase I of White Revolution in India

It commenced in 1970 and approximately lasted ten years, until 1980. The sales of butter oil and powdered milk pledged to donate by the European Union via the World Food Program, helped fund this phase. During this phase, Operation Flood connected India's 18 leading milk sheds with customers in the country's four major metropolises: Mumbai, Delhi, Kolkata, and Chennai, instituting mother dairies in each.

## Phase II of White Revolution

From 1981 to 1985, it lasted for a span of five years. Throughout this phase II, the count of milk sheds accelerated from 18 to 136, and outlets of milk continued to expand to approximately 290 urban markets, including a self-sustaining framework with 4,250,000 producers of milk spread throughout 43,000 village cooperatives.

## Phase III of Operation Flood

Phase III of operation flood lasted nearly ten years, from 1985 to 1996. This phase allowed the dairy cooperatives to widen and managed to bring the programme to an end. It also improved the infrastructure required to obtain and market enormous doses of milk. Co-operative participants now have access to feed, veterinary first-aid medical services, and artificial insemination services, as well as increased member training.

## Significance of White Revolution in India

The White Revolution in India aided in the reduction of trader and merchant malpractice. It also helped abolish poverty and helped the country become the world's largest producer and exporter of milk and dairy products. Operation Flood gave dairy farmers control over the resource they created. It aided them in guiding their own growth.

A 'National Milk Grid' was established to link milk producers with buyers in over 700 cities and towns across India. At the same time, the White Revolution in India lowered regional and periodic price variations, improving customer satisfaction. It also made sure that the makers received a large portion of the price that customers paid. Improved rural people's living standards and contributed to the growth of the Indian rural economy.

## Success of White Revolution in India

White Revolution was designed and implemented to be more than just a dairy programme. Instead, dairying was viewed as a development tool, providing employment and consistent income to millions of rural residents. The programme transformed the dairy industry, bringing about numerous changes such as,

- It started a tradition of using modern and innovative methods of holding and milking cows.
- It urged changing the contents of animal feed in order to better adapt to the circumstances.
- It adjusted various producer expenses on a sliding scale.
- Throughout the 20 years since its inception, Operation Flood, also known as the white revolution, has transformed India from a milk importer to the world's third-largest producer and supplier of milk.
- During the same time frame, the multitude of milk cooperatives expanded from 10,000 to a total of approximately 60,000.
- The Amul cooperative managed to bring good rates to the producers, created direct jobs for thousands, and functioned as a tool for social transformation and economic change.
- Given the impact that the white revolution had on India, not just on the Indian dairy sector but also on rural India overall, its accomplishments far outweigh the very few criticisms.