

## Introduction

**N**DDB-implemented NDP I (termed as Mission Milk - The Next Revolution) concluded on November 29, 2019 and has substantially contributed in achieving the project development objectives of :

- A) Increasing the productivity of milch animals and thereby increase milk production to meet the rapidly growing demand for milk.**
- B) Providing rural milk producers with greater access to the organised milk processing sector.**

The strong economic and financial results and achievement of the PDO level indicators of National Dairy Plan Phase I (NDP I) showed highly efficient overall implementation of the project. The World Bank has recognised the robust monitoring & evaluation (M&E) mechanisms adopted by NDDB and accorded highest rating for M&E to NDP I.

NDP I's IT-driven scientific and systematic processes have put India firmly on the path of improving the genetics of milk producing animals. It enabled prudent use of the country's scarce natural resources; helped reduce methane emissions; improved quality of milk;

*Mission Milk (NDP I) or next phase of Operation Flood (OF) has helped the country sustain its self-sufficiency in milk during post OF era. The three-phase implementation of OF (1970-1996) transformed India from a milk-deficient nation into the world's largest milk producer, surpassing the USA since 1997-98.*



strengthened regulatory and policy measures to provide an enabling environment for the growth of dairying; and ultimately, benefited small holder milk producers who are the bedrock of India's milk production system.

The Plan, a central sector scheme, envisaged with a total outlay of ₹2,242 crore was implemented through End Implementing Agencies in 18 major milk producing states during 2011-12 to 2018-19. Under NDP I, 577 sub projects with the total grant assistance of ₹1,759.97 crore were approved. The approved sub projects included 103 sub projects on Project Management and Learning activities with the total outlay of ₹103 crore.

