



The White Revolution In India That Created A Milk History

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India's story as the largest producer of dairy milk is eventful. There was a phase when the country's milk production hit an all-time low. In 1970, with Operation Flood under the leadership of Verghese Kurien, India embarked on a journey to create history by replicating the 'Anand Pattern'

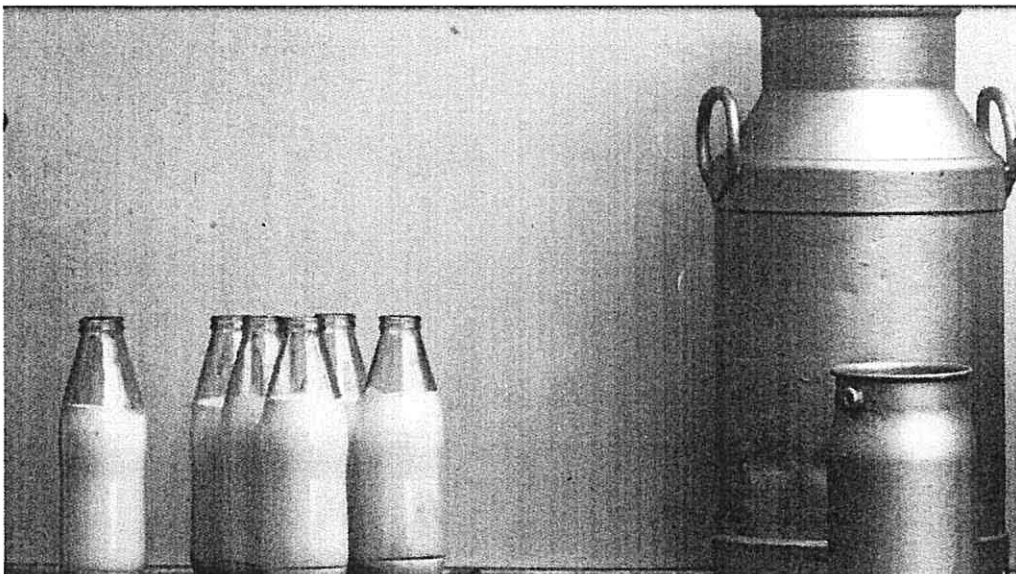


Image credits: Milk can and bottles, worldbank.org

Every year on November 26, India celebrates National Milk Day honouring the birth anniversary of Verghese Kurien. What is the story behind it? We need to do a bit of time travel. From a sluggish milk output in the 1950s and 1960s, India accounts for 23% of global production (2020-21). In 1964, India had to import 55,000 tons of milk powder annually. Despite having a large cattle population, the milk production was at an all-time low. It started affecting the countrymen's health, especially the economically underprivileged class. The evolution of India's dairy sector and the remarkable role played by dairy cooperatives since the commencement of Operation Flood are vital elements of the country's growth account. India is now the world's largest milk producer and contributes 21% to global milk