

## Growth of Dairy Farming in Rajasthan

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Rajasthan, known for its vast deserts, colorful culture, and royal heritage, is also emerging as one of the leading states in dairy farming. For decades, the economy of Rajasthan was primarily dependent on agriculture and livestock. Today, dairy farming has become a major source of income for rural families, transforming the lives of millions of people across the state.

### A Traditional Bond with Livestock

Livestock has always been an important part of Rajasthan's rural life. Even in the harsh desert regions, people have relied on animals for milk, transport, and farming. Cows and buffaloes are seen as valuable assets, and owning livestock is often linked with social status and financial security. Rajasthan has many indigenous cattle breeds, such as **Tharparkar**, **Rathi**, and **Gir**, which are known for their ability to survive in hot and dry conditions. These breeds not only produce good quality milk but also require less water and maintenance compared to exotic breeds.



Fig.1: Rathi cow

### The White Revolution and Cooperative Movement

The real growth in dairy farming in Rajasthan began after the launch of **Operation Flood**, also called the **White Revolution**, in the 1970s. This nationwide movement aimed to increase milk production and create a strong network of dairy cooperatives.

Inspired by the success of Gujarat's **Amul model**, the Rajasthan government established **RCDF (Rajasthan Cooperative Dairy Federation)** in 1977. Under this, several district milk unions were formed to collect, process, and market milk through cooperative societies. These cooperatives made it possible for even small farmers to sell milk directly to organized markets without middlemen.

The creation of **Saras Dairy** became a turning point. The brand "Saras" now has a strong presence not only in Rajasthan but also in other parts of India. It helped ensure fair prices for farmers and good quality products for consumers.

### Government Support and Modernization

In the last two decades, the government has made several efforts to modernize dairy farming. Various schemes have been launched to provide training, veterinary services, and financial aid to farmers. Some of the important programs include:

- **National Dairy Plan (NDP):** Focused on improving milk productivity through better breeding and feeding practices.



Fig.2: Saras milk products

- **Rajasthan Rural Livelihood Project (RRLP):** Helps women's self-help groups engage in dairy-related activities.
- **Kamdhenu and Gopal Schemes:** Encourage the rearing of high-yield cows and support the construction of modern cattle sheds.
- **Subsidies and loans:** The government, along with NABARD, offers easy loans for purchasing milch animals and dairy equipment.

Alongside government initiatives, private dairy

companies and NGOs have entered the field, introducing modern technologies like automatic milking machines, cold storage systems, and mobile veterinary services.



**Fig.3: A picture of a modern dairy farm with equipment**

## Role of Women in Dairy Farming

One of the most inspiring aspects of dairy growth in Rajasthan is the active participation of women. In many villages, women are the main caretakers of cattle. Through dairy cooperatives, they have gained economic independence and confidence. Women's self-help groups collect milk, maintain accounts, and participate in decisionmaking. This has not only improved family incomes but also strengthened the role of women in rural society. Many success stories highlight how women have used dairy farming to send their children to school or start small businesses.



**Fig.4: pouring milk into cans**

## Improved Breeding and Animal Health

Better breeding programs have played a big role in increasing milk yield. Artificial insemination centers have been set up in villages to improve the genetic quality of cattle. The use of crossbreeds such as **Jersey** and **Holstein Friesian** has helped boost milk production in areas with sufficient water and feed.

Veterinary hospitals and mobile clinics provide vaccination, deworming, and treatment services. The government and NGOs also organize animal health camps to ensure that cattle remain disease-free and healthy.

Farmers are being educated about proper feeding methods, use of mineral mixtures, and balanced diets to improve milk quality. Many have started growing **fodder crops** like maize, berseem, and lucerne to reduce feed costs.

## Impact on Rural Economy

The growth of dairy farming has brought major changes to Rajasthan's rural economy. Milk has become a stable source of daily income for small and marginal farmers who earlier depended only on seasonal crops. Even during droughts, when agriculture fails, dairy farming provides financial stability. The state's milk production has been growing steadily. According to recent data, Rajasthan ranks among the top five milk-producing states in India. The per capita availability of milk in the state has also increased significantly over the years.



**Fig.5: milk tankers**

This progress has led to the establishment of many milk processing units, chilling plants, and packaging centers, creating new employment opportunities in rural areas.

## Challenges in Dairy Farming

Despite remarkable progress, dairy farmers in Rajasthan still face several challenges:

- Water scarcity:** Large parts of Rajasthan are arid, making water availability a constant problem for cattle.
- Feed shortage:** Lack of green fodder affects milk yield.
- Poor infrastructure:** Some rural areas still lack cold storage and transportation facilities.
- Market fluctuations:** Prices of milk and fodder can change quickly, affecting farmer income.
- Lack of awareness:** Some farmers are not aware of scientific practices for breeding, feeding, and hygiene.

To overcome these issues, better training programs, improved irrigation facilities, and stronger cooperative networks are needed.

## The Future of Dairy Farming in Rajasthan

The future of dairy farming in Rajasthan looks bright. With increasing urban demand for milk and milk products, there is huge potential for growth. The state government aims to make Rajasthan a “**Milk Hub of North India**” by improving productivity and expanding processing infrastructure. Digital technology is also beginning to play a role. Apps and online platforms are helping farmers access veterinary advice, market information, and financial services. Solar-powered chilling units are being introduced in off-grid villages, reducing wastage and improving quality. Private sector investments, especially in branded dairy products like ghee, paneer, curd, and flavored milk, are further strengthening the value chain. Organic and A2 milk brands are also gaining popularity among health-conscious consumers. If the government, cooperatives, and private players continue to work together, Rajasthan can not only meet its own milk needs but also become a leading supplier to other states.



Fig.6: clean dairy plant image showing processing

## Conclusion

The growth of dairy farming in Rajasthan is a story of determination, innovation, and community effort. From the deserts of Thar to the green fields of Kota, dairy has become a lifeline for millions of families. It has improved nutrition, empowered women, and strengthened rural livelihoods. With continuous government support, modern technology, and the dedication of farmers, Rajasthan's dairy sector is set to shine even brighter in the coming years — proving that even in the driest lands, prosperity can flow like milk.



Fig.7: happy rural farmer with milk cans