

International Exhibition and Conference

DAIRY DEVELOPMENT IN INDIA

23-25 October 2009, Chandigarh, India





Indian Dairy Sector

Agriculture and animal keeping has been the mainstay of India's rural populace since time immemorial. Animals not only support tiding over rough times of drought, floods and other natural calamities but are also a major source of protein and other nutrients for the owner as also supply manure for the farming activity. However at this point in time, land productivity is stagnating due to a number of factors ranging from unscientific farming practices to inefficient use of inputs, diversion of land for urban activities and decreasing size of the land holdings. In this backdrop livestock keeping is the best and most economically viable farming activity. India is positioned as the largest population of cattle and buffaloes in the world and is also the largest producer as well as the consumer of milk and milk products but the productivity per animal is amongst the lowest in the world. This hints at tremendous opportunity to enhance the milk productivity with the help of scientific animal breeding & keeping, hygiene & health, and marketing. In the wake of increasing middle class with high disposable incomes, fast changing socio-economic and cultural values, and health consciousness there is also an increasing ready made market for milk and milk products.

Thus the livestock sector is positioned to be a major growth engine. India's modern dairy sector has expanded rapidly. From an insignificant 200,000 litres per day (lpd) of milk being processed in 1951, the organized sector is presently handling some 20 million lpd in over 400 dairy plants. Cooperatives have played an important role in transmitting the message of urban market demand to them and also demonstrated that Dairying could play a constructive role in promoting rural welfare and reducing poverty.

The northern region of India poses greatest potential for dairy sector with Jammu and Kashmir, Himachal Pradesh, Punjab, Haryana, Uttar Pradesh, Rajasthan and Madhya Pradesh producing high amount of milk. In recognition of this potential and the awareness about the wide gap in spread of knowledge of scientific livestock keeping, dairy processing, storage and marketing on commercial scale for meeting the domestic and global demand, the PHD CHAMBER endeavors to provide a platform for interaction between the dairy farmers, industry and technology providers from within and outside the country. A concurrent conference is also being organized to enable the stakeholders to discuss a strategy for promotion of the dairy sector in India. **The event would be an ideal platform for B2B networking and discussing joint ventures and technology transfer, etc.**



Government of India's Initiatives for Promotion of Dairy Sector:

The efforts of the Department of Animal Husbandry and Dairying are concentrated on promotion of dairy activities in non-operation flood areas with emphasis on building up cooperative infrastructure, revitalization of sick dairy cooperative federations and creation of infrastructure in the States for testing the quality of milk and milk products. For pursuing these objectives, the Department has implemented Schemes in the dairy sector during 2001-02. National Dairy Development Board (NDDB) being a part of these schemes, is an institution of national importance which was set up by the Government of India to promote, plan and organize programmes for development of dairy and other agriculture based and allied industries along cooperative lines on an intensive and nationwide basis.

The main thrust areas of the Department of Animal Husbandry and Dairying are:

- ▶ Development of requisite infrastructure in States/UTs for improving productivity,
- ▶ Preservation and protection of livestock through provision of health care and nutrition
- ▶ Strengthening of Central livestock farms (Cattle, Sheep and Poultry) for development of superior germ plasm for distribution to states and,
- ▶ Seven Cattle Breeding Farms in India under the Government of India

The Govt. of India had also promulgated the Milk and Milk Product Order (MMPO) 1992 on 9.06.1992 under the provisions of Essential commodity Act, 1955 consequent to de-licencing of the Dairy sector in 1991. As per the provisions of this order, any person/dairy plant handling more than 10000 liters per day of milk or 500 MT of milk solids per annum needs to be registered with the registering authority appointed by the Central Government. The main objective of the order is to maintain and increase in supply of liquid milk of desired quality in the interests of the general public and also for regulating the production, processing and distribution of milk and milk Products.

WHY INVEST IN DAIRY IN INDIA?

Estimated demand for milk in 2021-22 is 172 million tons and milk production is to grow at the rate of 4 percent per annum. Several areas of the dairy industry can be strengthened by the induction of state-of-the-art technologies from overseas. Those who bring in new technologies or sign joint ventures with foreign companies stand to benefit the most. To make the best out of the present situation, the following areas require immediate modernization

- *Animal breeding, feeding, health care, husbandary and care for male cattle.*
- *Animal health and hygiene*
- *Raw milk handling in terms of physico-chemical and microbiological attributes of the milk collected.*
- *Operational efficiencies to improve yields, reduce waste, minimize fat/protein losses during processing, control production costs, save energy and extend shelf-life.*
- *Good Manufacturing Practices (GMP) and HACCP would help manufacture milk products confirming to international standards and thus make their exports competitive.*
- *Packaging technology to retain nutritive value of packaged products and extend their shelf-life.*
- *Cold chain, storage and transportation needs to be strengthened.*
- *Marketing value-added products like cheese, desserts, puddings, custards, sauces, mousse, stirred yogurt, nectars and sherbets.*
- *Dairy Management*
- *Processing of milk from livestock other than cattle*



Exhibition: An Excellent Opportunity For

- ▶ B 2 B networking
- ▶ Interaction between the industry and technology providers from within and outside the country
- ▶ Discussing joint ventures, technology transfer and consultancy, etc.

Visitors:

- ▶ Owners & Breeders
- ▶ Researchers
- ▶ Exporters/Importers
- ▶ State level Milk Cooperatives
- ▶ Consultants
- ▶ Machinery Manufacturers
- ▶ Animal Healthcare and Nutrition Companies
- ▶ Milk Processors, Marketing Companies
- ▶ Government Officials
- ▶ Diplomats
- ▶ Consumers
- ▶ Dairy Products User Industry

Exhibitors Profile:

- Milking Machines & Equipments
- Dairy Product Process Machine & Equipments
- Pasteurizer, Homogenizer, Separators, Sterilizer, Driers, Evaporators
- Butter Churns, Centrifuges, etc.
- Milk & Mixed Milk Product
- Butter, Butter fats, Cheese, Casein, Whey, Yoghurt, Ghee, Ice Cream, Mfrers, etc.
- Dairy Indigenous Product Manufacturers
- Quality Inspection Technology & Equipments
- Packaging Technology
- Refrigeration Technology & Equipments
- Transportation, Conveying & Storage Service providers
- Breeds & Breeding Technology
- Farm Equipments & Building
- Feed Manufacturers
- Feed Ingredient Suppliers
- Pharmaceuticals
- By- Product Technology
- Food Additives & Ingredients
- Chemicals used in Dairy Plants
- AI & Veterinary Equipments
- Semen Banks
- Disease Diagnostic Centers
- Waste Management/Effluent Treatment Plant
- Dairy Cooperatives
- Dairy Periodicals

Conference Topics

- Improving Animal Breeds
- Improving Milk Production and Productivity
- Improving Animal health nutrition and welfare
- Cold Storage & Infrastructure for marketing and retailing
- Modern Processing technologies.
- Marketing and export of milk & milk products
- Packaging
- Modern Dairy Management
- Cooperatives
- Financing
- Success stories from Developed Nations



Exhibition Details

Total Area = 1500 sq. mtr.

Constructed Area 60% = 900 sq. Mtr.

	Rupees	US Dollars
Constructed Stall Charges (Furnished)	10,000/- per sq. Mtr.	220
Raw Space	8,500/- per sq. mtr.	180
Premium : 10% for preferred location		
Constructed Stall	11,000/- per sq. mtr.	250
Raw Space	9,000/- per sq. mtr.	200

Sponsorship Options

	Rupees	US Dollars
Event Partner (1)	20,00,000/-	40000
Platinum (1)	10,00,000/-	20000
Diamond (3)	7,00,000/-	15000
Gold (5)	5,00,000/-	10000
Support (10)	2,00,000/-	4000
Dinner (3)	3,00,000/-	6000
Lunch (3)	1,50,000/-	5000

Conference Delegate Fee

	1 Day (in Rs.)	2 Days (in Rs.)
Indian Delegates	2,000/-	3,000/-
	1 Day (in USD)	2 Days (in USD)
Overseas Participants	50	80

PHD Chamber: The Organizer

PHD CHAMBER OF COMMERCE AND INDUSTRY (PHD Chamber), established in 1905, is a proactive and dynamic multi-State apex organisation working at the grass-root level and with strong national and international linkages. PHD Chamber acts as a catalyst in the promotion of industry, trade and entrepreneurship. PHD Chamber, through its research-based policy advocacy role, positively impacts the economic growth and development of the nation. PHD Chamber is more than an organisation of the business community, as it lives by the chosen motto 'In Community's Life & Part of It' and contributes significantly to socio-economic development and capacity building in several fields.



PHD
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