



## Farmers' Session

### Farmer Session - 1

**From L to R: Convener:** Dr. A Sarat Chandra; **Co-Chairman:** Dr. K.R. Rao; **Chairman:** Shri Ch. Rajeshwara Rao; **Speakers:** Smt. Shanthalakshmi; Smt. Lily Mathew; and Shri Gurbhej Singh Tibbi



### Farmer Session - 2

**From L to R: Convener:** Dr. Ganesh Kumar; **Co-Chairman:** Dr. Geeta Patel; **Chairman:** Dr. G.S. Rajorhia; **Speakers:** Shri Kirit Mehta; Dr. B.P. Suresh; and Smt. Shalini Gopinath



Post Lunch of the Inaugural Day of the 50<sup>th</sup> Dairy Industry Conference (DIC), two Farmers' Session were organized.

**Farmer Session -1** was chaired by Shri Ch. Rajeshwara Rao, Chairman, Karimnagar Milk Producer Co. Ltd., Karimnagar. Co-Chairman of the session was Dr. K.R. Rao, Former Chief General Manager, NABARD. Dr. A Sarat Chandra, Associate Dean, College of Dairy Tech., PVNRTVU, Kamareddy was Convener of the session.

Speakers of this Session were:- Smt. Lily Mathew, Progressive Dairy Farmer, Waynad; Smt. Shanthalakshmi, Progressive Dairy Farmer, Chennai; and Shri Gurbhej Singh Tibbi, Chairman, Ferozpur Milk Union, Ferozpur.

Panellist discussed on Innovative Approaches for Economizing Dairy Farming Operations. Amidst the ongoing debate on crossbred vs indigenous breeds, successful dairy farmers, especially the women dairy farmers, advocated that apart from the breed of the cattle that one rears, it is the commitment, hard work, marketing and innovation that matters in the profitability of the dairy farming. Scientific breeding, feeding and management including health care, reduction of inter calving period play a key in the success of the dairy farming.

**Farmer Session-2** was chaired by Dr. G.S. Rajorhia, Former President, Indian Dairy Association (IDA). Co-Chairman of the session was Dr. Geeta Patel, CEC

Member, IDA. Dr. Ganesh Kumar, Principal Scientist, ICAR-National Academy of Agricultural Research Management, Hyderabad was Convener of the session.

Speakers of this session were:- Shri Kirit Mehta, Managing Director, Bharat Dairy, Kolhapur; Dr. B.P. Suresh, Director, KMF, Bengaluru; Smt. Shalini Gopinath, Joint Director, Dairy Development, Govt. of Kerala.

In this session, Panellist focussed on Influence of Support Price/Subsidy/MSP for Milk by State Governments. It was discussed that Minimum Support Price (MSP) for a perishable product like milk cannot be ensured at present, as it requires adoption of a mechanism at National/ State level to estimate the cost of milk production periodically produced by different categories of dairy animals namely indigenous and crossbred cattle, and buffaloes. Policies can be formulated to provide subsidy for various inputs such as milch animals, feed and fodder, veterinary care, AI services, etc., and provide credit facility on investments in dairy farming and interest subvention. These measures help to reduce the production cost of milk by the smallholder dairy farmers and encourage them to produce milk and supply to procurement agencies as evidenced by various incentive systems implemented by some state governments.