Long-Term Impact of Indigenous Cattle Promotion on UP's Dairy Sector

Strategic Implementation of the Nand Baba Dugdh Mission & Allied Schemes

Focus Breeds: Sahiwal, Tharparkar, Gir, Hariana, and Gangatiri

Presenter:

Dr. Keshav Kumar

Joint Director, Directorate of Animal Husbandry
Department of Animal Husbandry, Government of Uttar Pradesh

The Core Paradigm Shift

Strategic Transition

Moving UP's dairy sector from volume-centric to sustainability-centric.

Genetic Optimization

Replacing non-descript cattle populations with high-genetic-merit native lines.

The Catalyst

Leveraging the Nand Baba Dugdh Mission to bridge the rural-urban dairy market gap.

Core Objectives:

- **Enhancing rural farmer income.**
- **Securing premium A2 milk profiles.**
- **Building long-term climate-resilient livestock assets.**

Indigenous Breeds: Strategic Strengths

1: Sahiwal

Elite dairy champion; exceptional milk yielder with an extremely calm temperament.

2: Tharparkar

Drought-resistant powerhouse; thrives effortlessly in harsh, low-resource environments.

3: Gir

Premium A2 producer; highly robust with distinctive physical heat-dissipating traits.

4: Hariana

Central-Western UP staple; excellent dual-purpose breed for both milk and draft work.

5: Gangatiri

Indo-Gangetic specialist; naturally adapted to high-humidity and flood-prone terrains.

Policy Catalyst: Nand Baba Dugdh Mission

Administrative & Financial Framework

Import Subsidies

Direct financial incentives to source elite certified indigenous cattle from other states.

Micro-Dairy Promotion

Capital subsidies targeting youth and women-led rural native cattle startups.

Cooperative Infrastructure

Establishing Dugdh Utpadak Sahkari Samitis at the grass-roots village level.

Market Integration

Creating direct, organized procurement links to bypass exploitative middlemen.

Technological & Breeding Interventions

Accelerating Genetic Progress

1. **Sex-Sorted Semen** — Maximizing female calf births to exponentially multiply the productive native herd.
2. **Embryo Transfer Technology (ETT)** — Rapidly replicating high-yielding elite indigenous donor cows.
3. **Doorstep AI Delivery** — Expanding high-quality artificial insemination via Mobile Veterinary Units.
4. **Digital Traceability** — Deploying Pashu Aadhar (universal tagging) to track breeding, health, and vaccination lines.

Long-Term Socio-Economic Impacts

Economic Viability & Rural Prosperity

Input Cost Reduction

30–40% lower maintenance costs compared to high-input exotic crossbreds.

Premium Revenue

Tapping into lucrative urban markets willing to pay a surplus for pure A2 milk.

Resource Optimization

Inherent tolerance to local low-quality biomass feed resources.

Employment Multiplier

Spurring rural entrepreneurship through local value-added dairy processing.

Environmental & Climate Resilience

Future-Proofing UP's Livestock

Thermoregulation	Inherent ability to sustain milk yields during escalating tropical summer heatwaves.
Disease Immunity	Natural high resistance against destructive tick-borne infections and mastitis.
Reduced Chemical Footprint	Minimal requirement for intensive antibiotic interventions.
Circular Bio-Economy	Synergizing cow bi-products (Gobar and Jeevamrit) with natural farming models.

Structural & Operational Challenges

Critical Bottlenecks to Address

Genetic Degradation	Reversing decades of non-descript interbreeding and dilution.
Initial Yield Disparity	Addressing lower baseline yields of non-descript cattle vs. exotic crossbreds.
Cold Chain Gaps	Developing distinct, segregated supply chains for premium A2 milk.
Volume-Centric Mindsets	Educating farmers on the "Net Profitability" of native cattle over simple volume.

Strategic Roadmap for the Directorate

The Way Forward

01

Centers of Excellence

Upgrading state-run breeding farms into elite genetic nuclei.

02

PPP Collaborations

Partnering with private dairy leaders to establish dedicated indigenous milk routes.

03

Breeder Incentives

Launching state-level awards and yield-based financial performance bonuses.

04

Brand Identity

Launching an aggressive state-backed branding initiative for UP's native dairy products.

Conclusion

The Vision for Uttar Pradesh

- The Ultimate Goal: Establishing UP as India’s premier hub for climate-smart, self-reliant dairy production.

- Unified Execution: Aligning departmental field networks, cooperatives, and mission schemes.

Thank You!