

TAPPING THE POWER OF SOCIAL NETWORK IN DAIRY INDUSTRY

KRUNALKAMANI¹ & ASHISH MAKWANA²

¹Assistant Professor, Department of DBM, Sheth M C College of Dairy Science,
Anand Agricultural University, Gujarat, India

²Associate Professor and Head, Department of DBM, Sheth M C College of Dairy Science,
Anand Agricultural University, Gujarat, India

ABSTRACT

The dairy sector plays an important role in the country's socio-economic development, and constitutes an important segment of the rural economy in India. Dairy industry provides livelihood to millions of homes in villages, ensuring supply of quality milk and milk products to people in both urban and rural areas. With a view to keeping pace with the country's increasing demand for milk and milk products, the industry has been growing rapidly.

India is world's largest milk producing country with 133.79 million tonnes of milk production in 2013 (Indian dairymen, August 2013). India contributes about 15 % to the total milk production of the world (NDRI vision document 2030). The Indian milk production is growing at the rate of 4.5 % which is higher than growth rate of milk production in the world. Although India is largest milk producing country in the world but at the same time India also has largest cattle population. According to animal husbandry statistics 2011-12, India's livestock sector is one of the largest in the world. It has 56.7 % of world's buffaloes and 12.5 % cattle. Of the total milk produced in India, about 54 % is produced by Buffaloes, 24 % by crossbred and 22 % by indigenous cattle (Amrita Patel 2013).

KEYWORDS: Tapping the Power, Social Network, Dairy Industry, Milk Production, Livestock Sector