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Think Dairy

Dairy Pulse blog with 86th edition (from May 16th to May 31st 2019)

Could Modi 2.0 create White revolution 2.0 in India?

Dear friends,

Most part of the country is under heat wave . None of us are really interested to leave our Air conditioned office space or cosy corners at home and move out. Summer vacation is going on , and a large size of population is traveling to cooler areas to get some respite from the heat.

We belong to dairy sector and neither our farmers nor cattle have the luxury of any kind of transition from hotter to cooler climate. Last fortnight we got new government and as expected the previous government came back in power with more energy and calorific value.

The first inning of this government was like gauging each and every corner of governance with multi prong sensors and running a correction drive wherever possible. This time we are bound to see more of consolidation and implementation of robust plans.

The good news is that finally our industry has got a dedicated ministry with a dedicated cow lover as the first cabinet minister and a committed veterinarian as a state minister. India is at the verge of a next level of milk revolution and policy maker have begun to talk about India becoming a major player in global dairy markets. With almost 25% of total milk production , we have all the reasons to think so.

Now the key questions to be seen are that what would roll in the second inning of this government. In the earlier innings we got a massive awareness campaign on A2 milk, love for desi cow and panchgavya , Gau rakshaks, more restrictions on animal trading and almost nationwide ban on any kind of cow slaughtering and above all very high rates of gst implemented on milk products.

What is in the offering this time. I believe that this time the government may be prudent on plugging all possible holes so as to get an improvement in farmer's income as well as sustainability of honest dairy players from both public as well as private sector.



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As a first step , if this government reduce gst on ghee only then it might have long term positive consequence like ; Lesser adulteration at large scale operations, reduction in losses to government exchequer as small and medium sized ghee manufacturers might be evading the tax and finally the manufacturer might be in a position to give more prices to farmers (as 12.5 % gst on Rs 500/kg ghee means around Rs 4/kg on raw milk price).

We have full trust in the government capabilities and let us see whether Modi 2.0 could create White revolution 2.0 in the country which could prove to be a win win situation for all.

Happy e reading !!

with best regards

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