

**International ITEC Training Program on**  
**“Recent Advances in Dairy farming, Processing and Marketing Strategies”**  
**at MANAGE, Hyderabad**  
**(14 Days Program)**

**Rationale and justification for the ITEC program at MANAGE, Hyderabad**

The India’s “White Revolution” popularly known as “Operation Flood”, was world’s biggest dairy development program launched in 1970, which has transformed India from a milk deficient nation into the world’s largest milk producers.

In recent past (2019), it has been observed that the value of milk produced exceeded the total value of food grains (cereals plus pulses).

The three tire structure of Indian dairy cooperatives have shown its potential to alleviate poverty and ensure nutritional security to the millions of rural households. This particular model have enormous potential to replicate in many other developing countries having similar socio-economic and geographical features.

National Institute of Agricultural Extension Management (MANAGE), is an autonomous institution under the Ministry of Agriculture and Farmers Welfare has lead the ways in formulating the extension strategies and capacity development in India. These strengths of Indian agricultural extension system facilitated by MANAGE, National Dairy Development Board (NDDB), State Veterinary Universities and the research organization focusing on Veterinary and Animal Husbandry calls for spreading the experiences for the benefit of policy makers, administrators, researchers and field level officials from other countries.

Besides sharing the India’s experiences in dairy development and technological competence through the ITEC program, we stand to gain from the mutual cooperation with other countries in terms of cross learning and their good will.

**Aims and Learning Objectives**

- To acquaint, status of Indian dairy sector and its role and importance to alleviate poverty and ensure household nutritional security
- To orient the participants on recent advances in dairy farming, processing and marketing strategies

- To develop an action plan for operationalization of the concepts learnt during the training program.

### **Tentative Program Schedule**

<b>Time</b>	<b>Day - 1</b>
09:30 -11:00	Registration and Distribution of training kits About MANAGE
11:00 -11:30	Tea Break
11:30 -13:00	Knowledge pre testing of participants
13:00 -14:00	Lunch Break
14:00 -15:30	Participants socialization through ice breaking sessions
15:30 -16:00	Tea Break
16:00 -17:30	Participants socialization through ice breaking sessions
	<b>Day- 2</b>
10:00 -13:00	Inaugural Function
13:00 -14:00	Lunch Break
14:00 -15:30	Status and overview of milk processing industry in India
15:30 -16:00	Tea Break
16:00 -17:30	Issues and challenges of dairy sector in India
	<b>Day -3</b>
09:30 -11:00	Open housing system for better profitability of dairy farm
11:00 -11:30	Tea Break
11:30 -13:00	Recent advances in animal nutrition (Sprouts, Hydroponics, Azolla etc.)
13:00 -14:00	Lunch Break
14:00 -15:30	Conservation and leveraging indigenous cattle breeds for agri- business in dairy sector
15:30 -16:00	Tea Break
16:00 -17:30	Climate resilient dairy farming
	<b>Day -4</b>
09:30 -11:00	Organic dairy farming
11:00 -11:30	Tea Break
11:30 -13:00	Strategies to ensure continuous supply of green fodder and silage feeding
13:00 -14:00	Lunch Break
14:00 -15:30	Preparation of on field balanced feed with available resources
15:30 -16:00	Tea Break
16:00 -17:30	Care and management of reproductive & metabolic disorder in dairy animals
	<b>Day 5</b>
09:30 -11:00	Udder health management in milch animals
11:00 -11:30	Tea Break
11:30 -13:00	The value of sex sorted semen for the dairy industry
13:00 -14:00	Lunch Break
14:00 -15:30	Measure to increase conception rate through artificial insemination
15:30 -16:00	Tea Break
16:00 -17:30	“150 days” of lactating cow
	<b>Day 6</b>

09:30 -11:00	Preventive healthcare management for dairy cow and recent advances in disease diagnostic techniques in cattle
11:00 -11:30	Tea Break
11:30 -13:00	Clean milk production
13:00 -14:00	Lunch Break
14:00 -15:30	Farmers Producer Organization (FPO) for promotion of livestock
15:30 -16:00	Tea Break
16:00 -17:30	Supply chain management of dairy industry
	<b>Day 7</b>
09:30 -17:30	Visit to Cultural and historical places in Telangana
	<b>Day 8</b>
09:30 -11:00	Overview of value added and fortified dairy products, probiotic milk products and its health benefits
11:00 -11:30	Tea Break
11:30 -13:00	Value addition at farm level (Happy milk, Fresh milk, Pasture fed milk etc.)
13:00 -14:00	Lunch Break
14:00 -15:30	Issues, challenges and marketing strategies for value added milk and milk products (demand creation, packaging, branding, online advertising, niche marketing, etc.)
15:30 -16:00	Tea Break
16:00 -17:30	Livestock extension system in India–Lessons to be learnt
	<b>Day 9</b>
09:30 -11:00	Soft Skills
11:00 -11:30	Tea Break
11:30 -13:00	Soft Skills
13:00 -14:00	Lunch Break
14:00 -15:30	Soft Skills
15:30 -16:00	Tea Break
16:00 -17:30	Soft Skills
	<b>Day 10</b>
09:30 -11:00	Chemical quality analysis of milk & milk products and tests for checking adulteration in dairy products
11:00 -11:30	Tea Break
11:30 -13:00	Eco-friendly methods of livestock waste management for enhancing farm profit
13:00 -14:00	Lunch Break
14:00 -15:30	Economics of dairy farming in different agro-climatic situations
15:30 -16:00	Tea Break
16:00 -17:30	Preparation of Techno-Economic Feasibility Report of a dairy project, using computer simulated model
	<b>Day 11 &amp;12</b>
09:30 -17:30	Visit to Anand Milk Union Limited (AMUL) at Anand, Gujarat Visit to National Dairy Development Board (NDDB), Anand, Gujarat Visit to Cultural and historical places in Gujarat
	<b>Day 13</b>
09:30 -11:00	Summing up program
11:00 -11:30	Tea Break
11:30 -13:00	Summing up program
13:00 -14:00	Lunch Break
14:00 -15:30	Participants presentation on back at work plan

15:30 -16:00	Tea Break
16:00 -17:30	Participants presentation on back at work plan
	<b>Day 14</b>
10:00 -11:00	<b>Feedback of Participants</b>
11:00 -11:30	Tea Break
11:30 -13:00	<b>Valedictory program</b>

### **Expected learning outcomes from the course**

- Enhanced knowledge and understanding of participants about India's experiences in dairy development.
- Improved practical knowledge of participants on recent advances in dairy farming, processing and marketing strategies.
- Help in making effective dairy development strategies for participating countries.

### **Eligibility conditions of the participants**

1. Minimum 2 years of experience in Public/ Private/ Civil Societies in Dairy/Veterinary/Animal Husbandry sectors in the training theme area.
2. Applicant shall possess physical and mental skills and abilities for successfully completing the program.
3. Working knowledge of English is mandatory to understand the training content.

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**Centre Head, EAAS**