

# EMERGING TREND IN INDIA: STUDY OF DAIRY PRODUCTION

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## ABSTRACT

As the world's largest producer and consumer of milk products, India represents one of the world's most lucrative dairy markets. The growth of dairy sector during the last three decades has been impressive. India emerged as the largest producer of milk in the world and milk emerged as one of the biggest contributor to the value of agricultural output in the country. In India, the dairy sector plays an important role in the country's socio-economic development, and constitutes an important segment of the rural economy. 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. The present study involves the use of simple economic tools to achieve its objectives; the study can therefore, be used by persons across the professional disciplines. This study which has been undertaken using both desk research and two waves of qualitative primary research has analyzed. The study would probably help policy makers and would also encourage researchers to undertake a similar study for other commodities.

**Keywords:** Dairy sector, Milk Production, Economic Growth