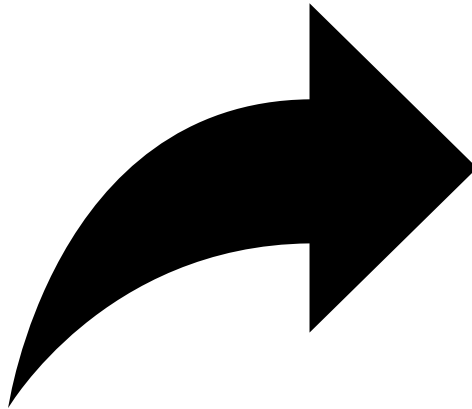


Traditional Indian Dairy Products and Their Classification



Higher ambient temperature leads to development of stable foods for conservation of its nutritional goodness



Traditional Indian dairy products or Indian Indigenous milk products defined as milk products which are native of India and evolved over ages utilizing locally available fuels and cooking ware

- **Milk plants in India usually receive 2.5% substandard milk due to unhygienic conditions of milk production, existence of middle man and adulteration, high ambient temperature, inadequate cooling facilities and transport arrangement and lack of appreciation for production of A grade milk.**
- **High acid unsold milk can be profitably converted into danedar khoa for preparation of kalakand, birthday cakes, related sweets, etc.**
- **Traditional products account for over 40% of all dairy products consumed in the country.**
- **Due to lack of adequate processing and preservation methods, the manufacture and trading these products is confined to Halwais.**
- **Estimation: Khoa and chhana based sweets would be more than Rs.100, 000 million which is double the value of milk handled by the organized dairy sector.**

SWOT Analysis of Traditional Indian Dairy Products

Strengths:

- ❖ Traditional dairy products enjoy mass appeal.
- ❖ Simple manufacturing technologies which are well established for small-scale operations.
- ❖ Skilled manpower for cottage scale operations available.
- ❖ Lower cost of production and high profit margins.
- ❖ Markets are well established
- ❖ Easily available market
- ❖ Traditional dairy products require low infrastructure and operational overhead costs
- ❖ An optimistic demand profile-consumption likely to grow at an annual rate more than 20%
- ❖ Permit significant value addition, unparalleled by other dairy products
- ❖ Utilization of substandard of milk
- ❖ Use of low grade energy
- ❖ Inexpensive infrastructure and equipment
- ❖ Appropriate for small scale sector
- ❖ Utilization of surplus milk.

Weaknesses:

- ❖ **Lack of scientifically documented sensory, physico-chemical and microbiological profile analysis of traditional dairy products that limits standardization of processes for large-scale manufacture and design of equipments**
- ❖ **Manufacturing operations are predominantly confined to the cottage/ domestic scales**
- ❖ **People involved in manufacture of traditional dairy products (Halwais) lack adequate knowledge of good hygienic practices.**
- ❖ **Gross lack of packaging systems that severely limit to shelf life.**
- ❖ **Lack of quality/ legal standards and quality assurance systems.**
- ❖ **Regional specificity of traditional dairy product**
- ❖ **Lack of production statistics based on realistic surveys provides difficulties in policy planning.**



Opportunities:

- ❖ Traditional dairy product sector offers vast scope for innovation, value addition and product diversification.
- ❖ Burgeoning consumer base and greater demand due to higher purchasing power of the newly emerging middle class
- ❖ Greater access to global market under WTO regimen
- ❖ Expert potential to the ethnic markets
- ❖ Opportunities exist for financing and establishing modern small scale units to encourage restructuring of unorganized sector.

Threats:

- ❖ Products prepared by scaled-up processes/new equipments may differ in sensory quality and may not find consumers acceptance.
- ❖ Modern methods of manufacture may raise production cost.



Milk

