

PM Modi to launch Amul unit on Thursday, usher in 2nd White Revolution in East Uttar Pradesh

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VARANASI: Prime Minister Narendra Modi will launch the second itinerary of Operation Flood, which was initiated in 1970 to usher in "white revolution" in the country, for the east UP region from Karkhiyao area on Thursday by gifting dairy projects worth over Rs 500-crore to the people.

The PM will not only lay the foundation of Rs 475-crore Banas Kashi Sankul for Amul products, but will also begin the project of the National Dairy Development Board, which had taken over the failed unit of Parag dairy in Ramnagar, to restart the plant using bio-energy with an investment of Rs 19-crore. White revolution, associated with a sharp increase in milk production in the country, is also known as Operation Flood.

"The new logo for milk and its products being introduced by the animal husbandry department of the Central government will also be released for the country by the PM," said divisional commissioner Deepak Agrawal, mentioning, "As these initiatives are going to give a mega boost to the dairy sector from Kashi, it is being considered the beginning of a new 'white revolution' in east UP region." Giving all credit to Modi for ensuring establishment of Amul plant in Kashi, Banas Dairy managing director Sangram Chaudhary recalled, "The PM asked us to do something which would benefit Varanasi and surrounding east UP region as Gujarat has already benefited a lot by the 'white revolution'. This led to the decision of establishing Banas Kashi Sankul for the production of a full range of Amul products in Varanasi."

Banas Dairy chairman Shankarbai Chaudhary said the Amul unit would benefit dairy farmers of 1,000 neighbouring villages of Varanasi and surrounding districts, including Jaunpur, Machhlishahr, Chandauli, Bhadohi, Ghazipur, Mirzapur and Azamgarh.

"It will save their time and also end the problem of price fluctuation in different seasons of the year. They will start receiving payments timely while the company will also pay a dividend on its profit. This project is expected to provide direct employment to 750 people in the plant, about 2,350 people in allied areas and about 1,00,000 people in villages," he added.

"Further growth in dairy sector is sure in this region as capacity of this plant, which is being started with a capacity of 5 lakh liters production per day, will be double in phase-II after operationalising of Amul unit in Kashi in 18 months," said the chairman, adding, "Focus would also be on breed upgradation of cattle of this region for improvement in milk production of dairy farmers. Also, Rs 35.19-crore would be paid to around 1,75,000 milk farmers as a year-end dividend for the year 2020-21 on the occasion by the PM through digital transfer in farmers' bank accounts," he added.

Agrawal said, "NDDDB's project with an investment of Rs 19-crore to operationalise the plant, which was run by Parag dairy at Ramnagar, will also be launched by the PM. This milk processing plant of the capacity of 2 lakh litres per day will be operated by NDDDB by generating power from a bio-gas plant. To run a bio-gas energy plant, NDDDB will purchase cow dung from farmers."

"Another milk and milk product-related work would be the launch of new logo for it by the PM," said Agrawal, adding, "Initially, the logos for milk and milk products were separate but now the animal husbandry department of the Central government has initiated a move for fixing uniform standard as per which this logo is being introduced. The portal of the department for certification of milk and allied products will also be operationalised by the PM on this occasion."

"The PM will also lay foundation of the work of widening and strengthening of Mohan Sarai (Varanasi)-Deen Dayal Upadhyay Nagar Chakia Road (Chandauli) of Rs 412.53 crores and Varanasi-Bhadohi-Gopiganj road of Rs 269.10 crores," said district magistrate Kaushal Raj Sharma, adding, "The total value of new projects for which the PM will lay foundation is Rs 1,225.51-crore."

He added that 22 completed projects of Rs 870.16-crore will also be dedicated to the nation by the PM.