

Dairy development: ₹5K crore deals sealed at Swarna Mahotsav

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LUCKNOW: Investment proposals worth ₹5,000 crore were finalised at the 'Dugdh Swarna Mahotsav-2026', organised on Friday to mark the 50th anniversary of the Dairy Development Department. The two-day event began at Indira Gandhi Pratishthan.

The Mahotsav showcased the state government's vision to make the dairy sector a strong backbone of the rural economy, drawing thousands of livestock farmers, entrepreneurs and investors.

Around 10,000 participants attended in person, while lakhs joined via webcast and YouTube sessions featuring experts on government schemes, new technologies and indigenous cattle rearing.

A clear roadmap emerged to boost farmers' income through schemes, technology adoption and a strengthened "From Cow to Consumer" value chain. Minister for Animal Husbandry, Dairy Development & Political Pension Dharampal Singh felicitated farmers and entrepre-



(L to R) Awanish Awasthi, advisor to the CM; Dharampal Singh, UP minister for animal husbandry and dairy development, and others at the 'Dugdh Swarna Mahotsav in Lucknow.

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THE EVENT SHOWCASED UP GOVT'S VISION TO MAKE THE DAIRY SECTOR A STRONG BACKBONE OF THE RURAL ECONOMY

neers. Under the Nand Baba Puraskar 2024-25, funds were transferred via DBT to 139 beneficiaries.

Mukesh Kumar Meshram,

additional chief secretary, Animal Husbandry, Dairy Development and Fisheries, called indigenous cattle rearing the foundation of a strong rural economy, noting that schemes have improved farmers' living standards.

Dairy Commissioner Dhanalakshmi K said Uttar Pradesh leads in milk production. The department has signed 796 MoUs worth over ₹25,000 crore so far, generating more than 60,000 jobs.