

The white gold crisis

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“If milk is gold, why is the farmer still poor?”

Introduction:

Milk, often called white gold, is one of the most essential and nourishing foods in our daily lives. It reaches our homes fresh every morning, quietly supporting our health. Yet behind every litre of milk lies the untold struggle of farmers those who wake before dawn, tend to their cattle, and work tirelessly in all seasons.

☞ Today, the reality is harsh and deeply unfair.

Before sunrise, a farmer is already at work feeding, cleaning, and caring for animals that are not just livestock, but the backbone of his survival. Raising a female calf into a milking cow takes years of patience and an investment of nearly ₹1.5 to 2 lakhs. It is a journey built on sacrifice, consistency, and silent hope.

☞ But when that hope finally turns into milk, the reality is harsh.

☞ A farmer sells milk at just ₹40–45 per litre often below the actual cost of production.

Let's look at the truth in numbers:

To produce around 5 litres of milk, a

farmer spends:

- ☞ ₹100 on feed (2 kg for milk production + 1 kg for body maintenance)
- ☞ ₹60 on fodder (4kg green fodder + 2kg dry fodder per day)
- ☞ ₹5 on calcium and mineral mixtures

Total expense = ₹165

And what does he earn?

☞ Selling 5 litres at ₹40 per litre = ₹200

☞ Net profit = just ₹35

☞ The cost of a simple water bottle.

Yes after years of investment, daily hard work, and continuous care, the farmer earns the value of a water bottle.

☞ A simple bottle of water costs ₹20...

☞ but a litre of milk costs only ₹40.

☞ Deeply concerning

Milk is not just a product .it is the result of sleepless mornings, rising costs, and unwavering dedication. Yet, the farmer not only sells it at a loss or minimal profit, but also delivers it to our doorsteps, without complaint.

Meanwhile, people spend freely on luxuries without questioning the price but hesitate when it comes to something as pure

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and essential as milk.

☞ This is not just unfair ,it is injustice

If this continues, farmers will not be able to sustain this work. And when they stop, it won't just affect them

☞ it will affect all of us.

Because behind every litre of milk is not just nutrition, but a life of sacrifice.

☞ And that deserves more than ₹40.

Because when the hands that feed the nation begin to weaken, the nation itself feels the hunger.

It's time to recognize the true value of milk and the priceless effort behind it.

***The whiter the milk, the darker reality
behind it***

