

Marketing and Consumption of Dairy Products in Himachal Pradesh

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In the Western Himalayan region of India (Jammu-Kashmir, Himachal Pradesh and Utrakhhand), farm sector is the major employer and has prospective for commercialisation as industrial potential is limited. Livestock is the largest productive asset in rural areas as size of land holdings in the rural areas is reducing because of subdivision due to increasing population. Dairying has been treated as ancillary to crop farming and so little emphasis has been laid on developing it as commercial ventures. Major problems for this sector include lack of adequate feed and absence of marketing infrastructure. Therefore, this sector needs a development strategy which will cater to its grassroots requirements and also increase production base.