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A STUDY ON PROBLEMS ENCOUNTERED IN MILK PRODUCTION IN SALEM DISTRICT OF TAMILNADU: AN EMPIRICAL STUDY

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Abstract:-Milk is one of the most essential commodities. It contains all the essential nutrients for growth and well being. Though India rank number one in the production of milk and milk products. There are certain issues that hamper the productivity of milk. It is estimated that milk production will reach 140.6 million tons by 2015. Milk output is likely to expand by 4.5 per cent. This target can be achieved only if effective steps are taken on time. The problems that our dairy industry is facing at present are lack of grazing space low breeding cattle's and low income among the dairying masses, increase in the cost of cattle feeds and lack of labor, low price for milk, lack of technological up gradations. This paper attempts to examine the various problems affecting the production of milk in salem district.

Keywords: Milk production, Essential Commodities. Productivity.

INTRODUCTION

India ranks first among the world's milk producing nations. Dairying has become an important secondary source of income for millions of rural families and has assumed the most important role in providing employment and income generating opportunities. India is a leading milk producer worldwide. The national dairy development board (NDDB) was started in the year 1956. The most significant work of NDDB is the launch of white revolution started in 1970. Then chairman of NDDB Dr.Varghese kurien is the architect of the operation flood. He is called as the father of white revolution. This operation was initiated to influence the milk production, improve the rural economy, reasonable price for consumers. In the operation covered three phases in twenty five years (1970 to 1995). It was developed based on the network model based on Gujarat Anand model to reach out the wide range of milk producers. In this operation Rs.1750 million was invested in the dairy cooperative sectors. The milk processing capacity established was 200 lakh liters per day.

MAIN PROBLEMS FACED BY DAIRY FARMERS

Although there is a remarkable improvement of dairy enterprises in recent years, the dairy farmers face some problems in developing their dairy enterprise and at times sustainability becomes a tough job for them. Some of the problems faced by them are highlighted below.

Low income and employment

The cattle milk production output has been decreasing in last few decades. Dairy farmers face by unemployment problems, and they don't get much income and agriculture at times doesn't earn them good returns due to failure of monsoons. All though milk procurement cost has been increased by Rs 20 to Rs 30 on an average the cost of feed is on par with the price raise. The farmers are unable to sustain in dairy farming business. Mostly those who have huge grazing land undertake dairy farming on a large scale and are able to take returns over a period of time.

Agriculture failure

Agriculture sector plays a major role in our Indian economy. A large number of issues are faced by our farmers due to which they are not able to carry out farming activity in a successful way in the long run. Mostly the seasonal failure, drought, low yield affect the farmers. Though they can undertake agricultural allied activity but since the cost of feed is rising, the farmers are unable to carry out dairy farming activity during leisure time.

Low procurement cost of milk

The milk produced cost much lower than expenses cost, approximately production cost of milk is not matching to the cost incurred in feeding and maintenance of cattle's. Government also should try to provide medical aid for the animals and also subsidy of feed has to be increased on a timely basis. So that many will take up dairy farming.

High expenses of feed

Low agriculture production creates more demand shortage in feed usage. The low level of feed production cannot fulfill the actual demand. High demand creates increasing cost of feed.. Shortage of green fodder and feed concentrate is the root cause for the poor performance of dairy sector in general as the genetic milk production potential of crossbred cow could not be exploited fully in absence of proper nutrition

Shortage of labour

As the income generated out of dairy farming is not sufficient for the farmers to carry out dairy farming they are in look out for other sources of income. It's pitiable to note that the revenue generated out of dairy farming doesn't enable the farmers to meet both ends meet in many parts of India. They go in seek of employment which provides those immediate cash and regular income.

Urbanization

Due to the Information Technology revolution in urban areas and the Infrastructural facilities offered there people have started migrating to the urban places seeking employment and wish to pursue blue color job to earn revenues. The trend is fast catching up fast in many villages.

Low Medical Facility:

At certain remote places, medical aid is not properly given and thus agriculturists who carry out dairy farming are unable to get proper medical aid. The medical expenses are unable to be borne by the farmers as private veterinary dispensaries charge them more at times, when the cattles are immunized or screened for diseases.

Lack of marketing facility:

Due to lack of marketing facilities and extension services, there is poor perception of the farmers towards commercial dairy enterprise as an alternative to other occupation.

Prevalence of middleman:

Unorganized fragmented market for milk and milk products involved a chain of middleman who reaps the actual benefit depriving the producers from their due share

Seasonal variation:

Now day's dairy formers are unable to succumb to seasonal variations, the variation to affect the average milk production per day. Seasonal fluctuations affect the dairy farming and the formers are unable to carry out dairy farming activity owing to failure of agriculture.

OBJECTIVES

1. To identify the problems of milk production.
2. To analyze the problems and related issues in dairy milk production in Salem.
3. To evaluate problems and to suggest appropriate strategies.

STATEMENT OF THE PROBLEM

Dairy industry in India is a fast growing and expanding one. Tamilnadu become frontline state in milk production in India. Now days the dairy formers face a number of problems in dairy farming. Milk production problems studies will definitely help in future growth and development in the right direction of dairy industry. The researcher proposes to undertake a study on the topic of milk producer problems in Salem district.

METHODOLOGY

In order to study the milk production problems in salem, both primary and secondary data were collected. Secondary data was collected from different magazines, newspapers, Aavin, NDDB and government publications. For collection of primary data from respondents (Milk producers) separate well structured interview schedule was prepared based on the objectives of the study and pretested. For this purpose 126 Milk producers selected in non probability of convenience sampling in salem district. The following statistical techniques were used to analyze the data Percentage analysis, weighted average method.

RESULTS AND DISCUSSION

SOURCE OF MILK PRODUCTION

Questions	Particulars	Frequency	Valid Percent
Cattle	Cow	83	65.88
	Buffalo	43	34.12
	Total	126	100.00
Years	Below 5	17	13.50
	5 to 10	43	34.12
	10 to 15	35	27.78
	15 Above	31	24.60
	Total	126	100.00
Expenses per month	Below 500	17	13.50
	500 to 1000	39	30.94
	1000 to 1500	48	38.10
	1500 above	22	17.46
	Total	126	100.00
Milk production per month	Below 300 Ltr	58	46.03
	300 to 600	42	33.33
	600 to 900	19	15.08
	900 Above	7	5.56
	Total	126	100.00
Monthly income	Below 3000	58	46.03
	3000 to 6000	39	30.96
	6000 to 9000	27	21.42
	9000 above	2	1.59
	Total	126	100.00

Primary Data

INFERENCE:

The table 1 shows that personal profile of the milk producer 66 per cent of the respondents rearing the cattle for cow

milk production and 34 percent of the buffalo milk production, 34 percent of the respondent's to work on 5 to 10 years of milk production, 27 percent of the respondent 10 to 15 years and 24 percent of the respondent above 15 years. Thus it can be inferred that respondents are 38 percent spending expenses of 1000 to 1500 rupees and 30 percent of the respondent 500 to 100 rupees. The table shows that 46 percent of the result below 300 liters of milk production per month and 33 percent of the respondent 300 to 600 litter , the majority of the respondent (48percent) income below 3000 rupees in out of 126 respondent and 30 percent for 3000 to 6000 rupees.

Milk Production problems:

S.No	Particulars	Agree	Neutral	Disagree	Weighted score	Rank
1	Low income and employment	216	68	20	304	1
2	Agriculture failure	162	100	21	283	4
3	Low procurement cost of milk	204	68	24	296	3
4	Labor Demand	36	86	71	193	10
5	High expenses of feed	222	54	24	300	2
6	Seasonal Variation	108	44	68	220	8
7	Low medical facility	144	66	45	255	6
8	Urbanization	117	104	35	256	5
9	Marketing difficulty	69	104	51	224	7
10	Technical upgrading	48	96	62	206	9

Primary Data

While applied 3 point scale to find out the Problems. The following weights are allotted. (Agree – Score value=3, Neutral – Score value=2, Disagree – Score value=1)

Inference

It is observed from Table 2, that 126 respondent's are facing the low income of milk production (weighted score 304), high expenses of feed cost (weighted score 300), low cost of milk (weighted score 296), and agricultural failure (weighted score 283), this also shows the respondents low level of the problems in labor demand (weighted score 193), technical upgrading (weighted score 206), and marketing difficulties (weighted score 224).

FINDINGS

This study is based on both primary and secondary data. Primary data were collected from Salem district milk producers. Based on the feelings and opinions of the milk producers, the following findings have been generated by the researcher. The main findings of this study are given below.

- Majority of the farmers undertake dairy farming with cows.
- Most of the respondents have been engaged in dairy business for five to ten years.
- The 38 percent of the respondents spend Rs 1000 to 1500 per month.
- The 46 percent of the farmers are able to produce less than 300 liters of milk per month.
- Majority of the respondents (48percent) income is below 3000 rupees.
- The majority of the dairy farmers face low productivity and high cost of feed.
- The labour demand and technological upgrading are some issues affecting dairy productivity.

SUGGESTIONS

Based on the findings of the study, the following suggestions are offered for the improvement of milk production.

- 1.The Dairy Development Board should give importance to increase the procurement cost. They should find ways to increase the marginal income of the milk producers.
- 2.The feed should be given at low cost or at subsidized rates through government agencies.
- 3.Veterinary aid should be given to the milch animals periodically at a reasonable cost.
- 4.The dairy farmers are in need of improved production, processing and marketing strategy.
- 5.More funds should be allocated for the dairy sector so as to strengthen the dairy cooperative movement.
- 6.The employment opportunities related to dairy farming can be highlighted by conducting awareness camps.
- 7.Adoption of updated technology will help to improve the productivity of milk.

CONCLUSION

It is clear that Salem district is equipped with rich infrastructure like industries, education institutions and excellent tourist centers. The study was made to study the problems faced by the milk producers. The research indicated that the majority of the milk producers feel that low income and increasing day to day expenses and medical facility are the major hurdles in carrying out dairy business. The dairy farming offers plenty of income opportunities for the farmers and if all the shortcomings in this sector are resolved by strategizing appropriate policies, the dairy productivity will continue to thrive.

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