A STUDY ON PROBLEMS FACED BY MILK PRODUCERS IN VALAPPADI TALUK OF SALEM DISTRICT, TAMIL NADU

Dr. A. SIVANANDAM*

*Assistant Professor of Commerce,
Commerce Wing, DDE, Annamalai University, Annamalai Nagar-608002

Abstract

India is one of the largest milk and milk products producing countries in the world. The country's milk production increased from around 20 million tonnes in the 1960s to 121.50 million tonnes in 2011. The per capita availability (281g/day in 2010-11) is almost equal to the requirement of 280g/ day. The State was placed between eighth to ninth position in the country in overall milk production in the last 10 years. The present study has been taken to find out the "The Problem faced by the milk producers in Valappadi Taluk of Salem District". The following specific objectives are framed to study the characteristics of the milk producers in the study area. 1. To analyze the problems faced by the milk producers in the study area. 2. To find out the capital requirement of the milk producers bin the study area. The study constitutes 200 milk-producing respondents were chosen for the study in Valappadi Taluk of Salem District. Convenience sampling techniques were used. The population being legal and the project where initial it was divided to choose these particulars techniques. 200 responders are there was directly into view. Most of the information is through the primary data of the study. The study was conducted in Valappadi Taluk of Salem District. The study was conducted for the period from August 2016 to August 2017. Most of the government projects for the welfare of rural people ward turn if a proper system is not formed to address this issue. Milk production issues need to be resolved in a serious manner over a period of time so as to meet the rising demand. The problems of the milk marketing and livelihood in Valappadi Taluk of Salem District are serious and remedial measure should be taken to overcome these problems.

Key-Words: Milk Products, Milk Production Issue, Producers, Marketing.

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Introduction

India is one of the largest milk and milk products producing countries in the world. The country's milk production increased from around 20 million tonnes in the 1960s to 121.50 million tonnes in 2011. The per capita availability (281g/day in 2010-11) is almost equal to the requirement of 280g/day. The State was placed between eighth to ninth position in the country in overall milk production in the last 10 years. Considerable reduction in buffaloes population, less increase in productivity of crossbred animals, the existence of long dry period and relatively larger share of milk from indigenous animals in some districts could be the reasons for the lesser increase in milk production during the last 10 years in the State. Maintenance of pedigree records for crossbred animals, adoption of oestrus synchronization techniques and administering smart mineral mixtures to cattle, value-added health conscious dairy products are the few strategies that can be employed successfully to tackle the above issues. In the procurement of milk through cooperatives, the State stood between third and fourth position in the last 10 years. Tamil Nadu stood fourth in milk sales through cooperatives.

Importance of the Study

The dairy sectors have made a visible impact on nutritional security and have set models to be emulated by other sectors of agriculture. Dairying, which makes up over 65 percent of the livestock sector as a whole in value terms, has particularly grown remarkable in onward linkages for collection, processing, marketing. Dairy animals, apart from their role in milk supply, contribute huge quantity of organic manure, which is one of the major inputs in our agriculture. Dairy farming is also a very important subsidiary occupation. It provides employment to millions of unemployed and under-employed and particularly small farmers and landless labourers. The proponents of the dairy development program feel that such activity does indeed raise the level of income of the rural poor. In India, more than 80 percent of milk produced in the country, in fact, comes from the small holding and landless farmers. This sector provides additional income and generates job opportunities for 80 million farmer families. In this context, this research work has been undertaken to study the production and marketing of milk in Salem district in Tamilnadu.

Statement of the Problem

Milk producers in India are characterized by low yielding non-descript cows and buffaloes. Millions of small producers with little or no land holdings, use of crop residues and natural herbage with or without costly concentrates as cattle feed. The average milk productivity of a cow in India is very low. Increase in animal productivity is to be achieved through the upgrading of breeds and better feeding and grazing practices. While efforts have been steadily made to increase milk productivity and the efficiency of the dairy processing industry. Increase in milk production is expected to be

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primarily through the increase in milk productivity rather than the number of animals. Today, almost all people are consuming milk and milk products. Brand preferences of rural and urban consumers differ. Some buyers are totally brand loyal, buying only one brand in a product group. Most of the buyers switch over to other brands. The present study has been taken to find out the "The Problem faced by the milk producers in Valappadi Taluk of Salem District".

Review of Literature

Review of literature helps to know the existing literature on the topic being pursued and also on the related aspects. It finds the gaps and also the uncovered areas on the topic. The methodologies adopted, statistical tools employed and also the conclusions inferred can be known. All these help and guide the researcher to know some new insights into the current topic for arriving at meaningful conclusions.

Sarker et al (2008)1 studied and analyzed the cost, return and relative profitability of Cooperative and non-cooperative milk producers" societies of West Bengal by ratio analysis and calculated Gross profit, Net profit, Overall profitability, EBIT, etc. The study has revealed that cooperative farms have much higher profitability than non-cooperative farms.

Patil (1991)2 explored Karnataka State Cooperative Milk Producers Federation Ltd and its impact on Dairy Development by using different ratios such as solvency, liquidity, profitability, turnover, and efficiency, etc. The study revealed that there was a decreasing trend in the liquidity ratio due to the accumulation of fixed assets. There was an increase in liabilities representing the increasing trend of the solvency of the organization. Also higher inventory turnover represented the higher existence of stock carrying or unsalable units which would not adversely affect the organization.

Research Questions

1. What are the characteristics of milk producers in the study area?
2. What is the cost and profitability of milk production in the study area?
3. What are the channels of marketing adopted by the milk producers in the study area?
4. What are the problems faced by the milk producers in the study area?

Objectives

1. To study the characteristics of the milk producers in the study area.
2. To analyze the problems faced by the milk producers in the study area. To find out the capital requirement of the milk producers in the study area.
3. To know the availability of loan facilities for the milk producers.
4. To identify the level of satisfaction about milk producers in the study area.
5. To offer suggestions for further improvement.

Hypotheses

1. There is no significant relationship between the age of the respondent and the level of

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satisfaction about milk distribution services.

2. There is no significant relationship between gender of the respondent and level of satisfaction about milk distribution services.

3. There is no significant relationship between the occupation of the respondent and the level of satisfaction about milk distribution services.

Methodology

The population of the study: The study constitutes 200 milk-producing respondents were chosen for the study in Valappadi Taluk of Salem District. Sampling Techniques: Convenience sampling techniques were used. The population being legal and the project where initial it was divided to choose these particulars techniques. 200 responders are there was directly into view. Data Collection: Most of the information is through the primary data of the study. Data Analysis: Interpretation of the data and analysis was conducted means Percentage, Chi-Square test, F-Test, and Correlation.

Questionnaire Design: Questionnaire is used to interview respondent while family the questionnaire care was taken to ensure that as possible. It was clear and unambiguous. The attitude perceptions of the respondents were collected with reference to the valuables information available on the internet.

Data Collection Methods: 1. Primary Data: Primary data are those which are collected for the first time and the original in character these are collected by the researcher himself to study particular problems. 2. Secondary Data: The secondary data are those which are already collected by someone for some purpose and are available for the present study. For instance, the data collecting during census operations are primary data to the department of census and the same data, if used by a research worker for some studies, become secondary data.

Sampling Design: The sample of 200 questionnaires were collected by following the convenient sampling method the entire analysis is clearly in a started by means of pie diagram charts and graphs in the appropriate places.

Statistical Tools Used for the Study: The data collected were tabulated and analyzed by applying statistical tool are Simple percentage methods, Chi-square test methods, "F" Test methods, Correlation

Area of Study: The study was conducted in Valappadi Taluk of Salem District.

Period of the Study: The study was conducted for the period from August 2016 to August 2017.

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Analysis of Data

Table-1

Age of the Respondents

S.No.	Age in Years	No. of Respondents	Percentage
1.	Below 20	0	0
2.	20-30	24	12
3.	30-40	56	28
4.	Above 40	120	60
	Total	200	100

Conclusion

It is concluded that the majority of the respondents (60%) belong to the age group of above 40 years in the study area.

Table-2

Rank the Problems of Milk Distributors

S.No.	Factors	No. of Respondents	Rank
1.	Sudden death	8	5
2.	Sickness	20	3
3.	Stopping of milk	54	2
4.	Pregnancy not standing	102	1
	Cow feeding Problem	16	4

Interpretation

From the above survey reveals that pregnancy not standing is getting the first rank followed by stopping of milk of the cow is scoring the second rank whereas sickness of the cow is getting the third rank next cow feeding problem is getting the fourth rank finally sudden death of the cow is getting the last rank in the study area. It is concluded that pregnancy not standing is getting the first rank in the study area.

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Findings

The majority of the respondents (60%) are belonging to the age group above 40 years category in the study area. The majority of the respondents (56%) are male respondents in the study area of Valappadi Taluk. Most of the respondents (72%) are the illiterate category in the study area of Salem district. The majority of the respondents (56%) are agriculture category in the study area. The majority of the respondents (98%) are married category in the study area. Most of the respondents (56%) are living a joint family in the study area. Fifty-Six percent of the respondents are having members of the family between 3-5 of the study area. The majority of respondents (54%) are getting annual income below Rs.40, 000in study area. The 32 percent of the respondents are having experience between 3-5 years in the milk distributions in the study area. The majority of the respondents (54%) are having cow between 2-5 of the study area. The majority of the respondents (78%) are doing medical checkups regularly in the study area. Most of the respondent (46%) are highly satisfied with medical checkups facilities of cows in the study area. The majority of the respondents (70%) are needed between Rs. 20,000-Rs.30, 000 for the requirement of cow investment in the study area. The good numbers of the respondent (80%) are the high rate in the study area. The (72%) percent of the respondent are getting in between 20,000-30,000 and as expenditure on cow feedings in the study area. 42 percent of the milk production of cow between 200-300 liters in the milk distributions in the study area. Most of the respondents ((56%) are distributed in govt.society in the study area of Salem district. The majority of the (56%) of the respondents are getting between milk rate Rs.25-30 in government society of the study area. Thirty-Eight percent of the respondents are agreeing with the price fluctuation of the milk distributor in the study area. Most of the respondents (62%) are getting the loan of the bank in the study area. Fifty percent of the respondents are highly satisfied with the loan facilities of the milk distributor in the study area. The majority of the respondents (54%) does not take the insurance for the cow in the study area of Valappadi Taluk. The completed most of the respondent (54%) is no opinion about the cow insurance facilities in the study area. The majority of the respondents (42%) highly agrees with the subsidy for cow feedings in the study area. Fifty-Six percent of the respondents are satisfied the milk distribution services in the study area.

Rank Analysis The green leaves are getting the first rank in the study area. The pregnancy not standing is getting the first rank in the study area.

Chi-Square Test Analysis There is a significant relationship between the age of the respondent and the level of satisfaction about milk distribution services. There is a no significant relationship between gender of the respondent and level of satisfaction about milk distribution services. There is a significant relationship between the occupation of the respondent and the level of satisfaction about milk distribution services.

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Correlation Analysis There is a high degree of the positive correlation between experience in milk produced and levels of satisfaction about milk produced services.

F-Test Analysis: Hence it may be calculated that the two samples have the same variance. Hence we conclude that the two samples have the same variance.

Suggestions

In spite of some developments in milk marketing, milk marketing in India remains grossly primitive compared to its western counterparts. It begins with the largely unregulated sector, which handles the majority of the milk production, providing ample opportunity for malpractice. Though Dairy co-operatives provide inputs, animal health care, extension services, and also train the employees of the village and district level co-operative members, the major constraints in milk marketing is the involvement of the unorganized sector. Another major impediment to an efficient marketing system is the presence of numerous intermediaries, which take advantage of producer"s weakness, Producers bargaining power is also limited because of perishing ability and bulkiness of milk. Better operational efficiencies are needed to improve yield, reduce waste, minimize fat and proteins losses during processing, control production cost, save energy, and extend shelf-life. Restructuring the Government"s legal and regulatory framework, thus liberating the co-operative movement, will enable milk producers to extensively adopt the milk producers problem. The future of dairying will also rely on the continued adaptation of management techniques to suit markets environment, socio-economic condition. Managing dairy plants and cattle feed factories is not the business of Government; it is better to the left to professional managers who are employees of the milk-co-operatives and hence are accountable to their member milk producers. The government of India and the state government of Tamil Nadu already have taken a lot of constructive steps to improve the milk producers" economic status. But the cooperative community is not reached its peak when compared to the developed countries (fallen under India In the milk production) Indian cooperative producers are earning very few and the life status also very low. So the government has to take more initiatives to develop the dairy industry. In the Salem areas, people's literacy level is very low and they are not fully aware of the government's offerings and subsidies for them. Since milk is perishable, that needs to be processed, chilled, saved in a particular manner. But we are lacking behind in the processing units. Because of that a lot of milk has become useless to human beings. If we have a good infrastructure we can do more exports in the dairy industry. Here in Salem District areas milk processing units are not in the international standard. Even though middlemen create a business opportunity for the milk producers, they consume a huge amount for that. It will affect the profit earned by the producers and systems followed the industry. Cattles are taken care of properly and systematically. For that, the government has to create awareness among the farmers. And at the same time hospitals are tuned in a good position. Furthermore, food resources for the

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cattle also been important to be the largest milk producers in the world. In Salem District areas veterinary emergency services are not offered properly and at the same time, it is highly expensive.

Conclusion

The Government must initiate steps to manufacture various end products of milk like pedals, pannier, packed curd, quality buttermilk which may become sometimes an alternative to other soft drinks in the market in hot countries like ours. Expansion of such industrial activities with milk as the basic ingredients will increase the demand thereby ensures a remunerative price to the milk producers. Milk societies will also come up with the potential for generating employment to a large number of people of the villages. Tamilnadu is the state dominated by dairy produced mainly due to rich agricultural farmers. Dairy production has been significant over the past few years. In Tamilnadu, dairy farmers were faced with a rising in the cost of production as fodder (Paddy and strew) the price has gone up by cent percent. There has been constant demand by the producers to provide incentives systems. If the price of milk is not raised, there would be an undue decrease in the production of milk in the coming years. Most of the government projects for the welfare of rural people ward turn if a proper system is not formed to address this issue. Milk production issues need to be resolved in a serious manner over a period of time so as to meet the rising demand. The problems of the milk marketing and livelihood in Valappadi Taluk of Salem District are serious and remedial measure should be taken to overcome these problems.

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