

**Constraints Faced by Dairy Businessmen During Production and Marketing of Milk**

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**Abstract**

As a subsidiary agro-based industry, dairy provide drought power and manures which augment the crop production. Milk production from cows and buffaloes is profitable but milk producers are facing some problems which created difficulties in their dairy business. These constraints disappointed milk producers. Hence we studied the constraints faced by dairy businessmen during production and marketing of milk. We collected data from 60 cows milk producers and 60buffaloes milk producers in four tahasils of Amravati district in Maharashtra. After analysis of the data, it is concluded that, cows and buffalo milk producers had faced the low purchased price by private dairy shop and non- availability of labour as major problems. High cost of feeds, fodder and concentrate feeds was also observed. Lack of artificial insemination facilities, delay in the marketing of milk, delay in the payment from dairy shops and lack of grazing land were also major problem faced by milk producers. In the other problems, non- availability of veterinary doctors, lack of cold storage facilities, lack of animals health awareness program of Government and non-identification of animal diseases were found as minor problems to both cows and buffaloes milk producers. The milk producers were mostly unknown about the different management practices of cow and buffaloes . As the constraints studied, private registered breeder and state government agency should make available good pedigree milk animals for sale to farmers to milk producers. It is necessary to suggest that, State Agricultural Universities & State livestock department should adopt special campaign program for the farmers to start the dairy business & better dairy management technology. Farmers should raise fodder crops such as maize and other forage crops so as to make available for their animals as feeds and can be minimized the cost on feeds and fodder.

**INTRODUCTION**

In India, agriculture and allied sectors provide livelihood to about 70 percent of the population and contribute nearly one fifth of national income, with the land available for cultivation remaining unchanged that is 142.6 million hector. The per capita available land in the context of existing population comes to about 0.30hec. (ICAR Booklet- 2011).The pressure exerted by over increasing occupancy on the land by the increasing strength of population has been further reducing the per capita available land. It is insufficient for maintaining minimum standard of living hence, it is utmost necessary that, subsidiary agro-based industries or occupation must be tried by rural people to seek over the means for their survival.

As a subsidiary agro-based industry, dairy provide drought power and manures which augment the crop production. Our country is rich in genetic diversity of cattle. Milch animals are one of the solutions to solve the problem of uncertainty associated in family business. Dairy industry is one of the profitable agro-based industries which can effectively tackle the problem of unemployment and underemployment in the rural as well as in urban area.

Milk, being the most perishable commodity; require quick & efficient marketing system which minimizes the cost of marketing services so as to ensure the largest share of consumer's price to the producers. Milk production in the country is marked by high seasonal fluctuation. In the flush season, the middle men of milk marketing infrastructure collect large production of milk at low price & distribute to consumers at higher price. By this way, these functionaries exploit both the milk producers & consumers.

Thus it is clearly say that, milk production from buffaloes is profitable but milk producers are facing some problems which created difficulties in their dairy business. These constraints disappointed milk producers, hence this research is undertaken to study the different constraints being faced by milk producers with fallowing objective-

**OBJECTIVES-**

To justify the constraints faced by buffaloes milk producers during production and marketing of milk and milk products.

**METHODOLOGY**

To study the different constraint being faced by milk producers, The data was collected from 60 buffaloes milk producers randomly in four tahas ils in Amravati district through questionnaire. The constraints are then listed and studied in their frequencies, percentage and ranking.

**RESULTS AND DISCUSSION**

**Table no 1- Constraints faced by buffalo milk producers during production and marketing of milk .**

<b>Sr. No.</b>	<b>Constraints</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Rank</b>
<b>1</b>	Lack of sufficient grazing facility in rural area	58	96.66	I
<b>2</b>	Low - purchased price by dairy society.	54	90.00	II
<b>3</b>	High per unit price of concentrates feed.	52	86.66	III
<b>4</b>	Non-availability & high cost of concentrates feed	42	70.00	III
<b>5</b>	Delay in the getting payment of milk from dairy society.	41	68.33	V
<b>6</b>	Non-availability of labour.	40	66.66	VI
<b>7</b>	Lack of animals' health awareness Govt.program.	40	66.66	VI
<b>8</b>	Non-availability of veterinary aids in the village.	40	66.66	VI
<b>9</b>	High price fluctuation in the dry fodder.	32	53.33	VII
<b>10</b>	Lack of cold storage facilities for keeping unsold milk.	32	53.33	VII
<b>11</b>	Problem of spoilage milk in the summer.	31	51.66	VIII

<b>12</b>	Non-identification of animals' diseases.	29	48.33	IX
<b>13</b>	Delay in the marketing of milk.	28	46.66	X
<b>14</b>	Lack of artificial insemination facilities in the village.	24	40.00	XI
<b>15</b>	Drinking water problem of animals in the summer.		28.33	XII
<b>16</b>	Difficulties in quick transport of milk to the cities/towns.	14	23.33	XIII
<b>17</b>	Fearness of natural calamity such as snake bite	13	21.66	XIV
<b>18</b>	Lack of pakka approach roads.	13	21.66	XIV
<b>19</b>	Fat content variation.	12	20	XV

Above table shows that, buffalo milk producers had also faced to much problems during production and marketing of milk .These problems are discussed here as under.

It was reveals that, 96.66% (58 milk producers) milk producers had faced the problem of lack of sufficient grazing facility at the same time low purchased price by dairy co-operatives was the problem found in 86.66% (52) of milk producers. It was also noted that, lack of sufficient grazing facility and low- purchased price by dairy co-operatives was as ranked first and second respectively. High per unit price of concentrate feeds was faced to 71.66% (41) milk producers & it was ranked was as third and all were severe problems to milk producers. It was observed that, non-availability of concentrate feed and & veterinary medicines in rural area was faced by 6833% (41) milk producers whereas 66.66% (40) milk producers had faced the problem of delay in the getting payment from dairy crop society.

Near about 6.33% of total milk producers were facing another problem i.e. lack of animal health awareness Govt. program. Non- availability of veterinary aids in the village, high price fluctuations in the dry fodder price, lack of cold storage facility for keeping unsold milk & problem of spoilage of milk in the summer was faced by

61.66% (37), 58.33% (35), 56.66% (34), and 56.66% (34) milk producers respectively. It is further recorded that, non-identification of animals diseases, delay in the marketing of milk and milk products and lack of artificial inseminations facilities in the village etc was the problems created to 53.33% (32), 51.66% (1), 46.66% (28) of milk producers respectively.

In the minor constraint , drinking water problem of animals in the summer season, difficulties in quick transport of milk to cities, fairness of natural calamity (snake bites) , lack pakka approach road & fat content variations were also found as 38.33% (23), 36.66% (22), 33.33% (20), 30.00% (18) & 26.68% (16) to milk producers respectively.

The overall observation denoted that, as compared to cows milk producer's problems, buffalo milk producers had faced some different constraints such as, delay in the getting payment & high price fluctuation in dry fodder price etc. In the ranking of seriousness about the problem, lack of sufficient grazing land which ranked first, low purchased price to milk which ranked as second and high per unit price of concentrate feeds which ranked as third were the major problems to the buffalo milk producers.

Non-availability of labour lack of storage facilities for unsold milk, delay in marketing of milk and fat content variation were the same problems found in cows & buffaloes milk producers.

According to the finding of Thorat & Kulkarni (1994), high cost of feeds and non –availability of credit were the major problems.

Fat content in the milk decided level of price at time of selling the milk at private dairy shops, therefore ,fat content variation was also disturbing factor to milk producers. Natural calamity such as, snake bite in rainy season in cattle shed as well as during grazing created serious loss because, it cause death of animals. It was understood that, spoilage of milk in summer season was some time create great loss. Non-identification of animal's disease properly to milk producers and created animals death was also countable constraints. Sometimes milk producers used traditional

methods of care of disease of animals therefore, animals taken long period to care. It affected milk yield.

### **CONCLUSIONS-**

During the collection of data, we had discussed with the milk producers about different constraints faced by them. Whatever the constraints found, are summarized that, cows and buffalo milk producers had faced the low purchased price by private dairy shop and non- availability of labour as major problems. High cost of feeds, fodder and concentrate feeds was also observed. Lack of artificial insemination facilities, delay in the marketing of milk, delay in the payment from dairy shops and lack of grazing land were also major problem faced by milk producers.

In the other problems, non- availability of veterinary doctors, lack of cold storage facilities , lack of animals health awareness program of Government and non-identification of animal diseases were found as minor problems to both cows and buffaloes milk producers. The milk producers were mostly unknown about the different management practices of cow and buffalo. Non -availability labour, high cost of feeds/concentrate feeds and non- availability of veterinary doctor in the rural area were faced as major constraints to milk producers.

### **POLICY IMPLICATIONS / RECOMMENDATIONS**

#### **POLICY IMPLICATION**

As the constraints studied, private registered breeder and state government agency should make available good pedigree milk animals for sale to farmers. As it is seen that, purchasing cost of milch animals is very much therefore, department of animal husbandry of state government should start special scheme to finance or subsidy at the time of purchasing of animals .It is necessary to suggest that, State Agricultural Universities & Animal Science Universities should adopt special campaign program for the farmers to start the dairy business & better dairy management technology. Farmers should raise fodder crops such as maize and other forage crops so as to make available for their animals as feeds and can be minimized the cost on feeds and fodder.

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