

## **A Study On The Problems And Marketing Of Milk Production In Agastheeswaram Taluk**

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### **Abstract**

The dairy industry plays a crucial role in agro-based economy of a country providing ample scope to the rural people to earn extra money in their leisure time. The industry is extended from the milk producers in the rural areas to the consumers in the urban areas through performing various interim process like collection, chilling, transportation, pasteurization, distribution etc. The main sources of supply are the milk producers in the rural and sub-urban areas that are the scattered, low capacitated and independent in the approach. There is no binding on them to demand a continuous supply of materials (milk) for a specific period of time. They are free to enter and level the system which in turn affects the procurement and other operations in the long run. However, the industry in the developing or under-developed countries by and large depends upon this system of procurement to be a going concern. The concept of the problems and marketing of milk production in Agastheeswaram Taluk.

### **INTRODUCTION**

Dairy constitutes one of the important sources of income to millions of population, not only in the rural areas, but also in the urban areas (Agarwal:1989). with a lion's share of farmers depending, the progress and performance of the dairy industry greatly determine their wellbeing. However, with a majority of the farmers being small and medium farmers, the socioeconomic conditions not only determine the level of income of the farmers at the micro level, but also the performance of the industry at the macro level (Ray:2004). Hence, an understanding of the performance of the dairy industry and drawing policies for the dairy industry requires an analysis of the social and economic background of the farmers. The present project is attempted towards this end. For the purpose of bringing out the level of milk production, productivity and the problems associated with the dairy industry, it is being examined in the context of Kanyakumari District in the state of TamilNadu.

### **STATEMENT OF THE PROBLEM**

The above discussion on the dairy industry in India in general, provided the idea that, agriculture becoming the seasonal business, dairy constitutes the one of the major source of income, not only to the rural populations but also to urban inhabitants. The country has one of the highest cattle populations

which are also increasing at a higher rate of growth. However, the studies carried out in the context of India and the states indicate that productivity in the dairy industry is one of the least among the countries. As a result, the income accrued from the dairy firms is also expected to be low. The studies could also identify that a majority of the farmers engaged in milk production are small and medium farmers. These, added with the higher influence the level of production, productivity, Marketing surplus of the milk produce and, eventually, the level of income of the farmers. The present project aimed towards the end of examining the milk production, productivity the farmers' socio economic background, level of income and expenditure from the industry and problems associated with the farmers. Such an examination is being carried out in context of Agastheeswaram Taluk.

### **SCOPE OF THE STUDY**

This study focusing on the analysis of production productivity, would provide certain suggestions which would be of immense use to the planners and policy makers, to improve the condition of the small and medium farmers. Also the suggestions provided would help the small and medium farmer on improving their production of milk.

### **II. OBJECTIVES OF THE STUDY**

- To study the socioeconomic status of the sample respondents.
- To understand the distribution aspects of milk production.
- To identify the problems involves in the process of milk production.
- To understand the expenditure involved in the milk production.

### **III. METHODOLOGY**

For the purpose of the study both from primary and secondary data are collected. The primary data has collected through an interview schedule from 125 customers of Agastheeswaram Taluk. the secondary data has been collected from various journals, and also from internet.

### **SAMPLING TECHNIQUE**

Convenience sampling, technique is use in the selection of sampling. The researchers selected the required 125 samples from Agastheeswaram Taluk.

### **LIMITATIONS OF THE STUDY**

This study is based on the cross-sectional primary data. Naturally, the study would have the weakness of this type of data. In the cross-sectional data, the respondents had to recollect and furnish some of the information from their memory. Hence recall bias is inevitable. The primary data were collected by adopting multistage random sampling technique.

### **ANALYSIS AND DISCUSSION**

**Table 1**

| <b>SL.NO</b> | <b>DEMOGAPHIC PROFILE<br/>FACTORS</b> | <b>NO.OF.RESPONDENTS</b> | <b>PERCENTAGE%</b> |
|--------------|---------------------------------------|--------------------------|--------------------|
|--------------|---------------------------------------|--------------------------|--------------------|

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|   |  |                                 |                                       |
|---|--|---------------------------------|---------------------------------------|
| 1 | <b>AGE</b><br>Below-20<br>21-30<br>31-40<br>Above 40                                     | 50<br>32<br>24<br>19            | 40<br>25.6<br>19.2<br>15.2            |
| 2 | <b>GENDER</b><br>Male<br>Female  | 77<br>48                        | 61.6<br>38.4                          |
| 3 | <b>MARITAL STATUS</b><br>Married<br>Unmarried  | 68<br>57                        | 54.4<br>45.6                          |
| 4 | <b>EDUCATION LEVELS</b><br>Illiterate<br>Primary<br>Middle<br>Secondary<br>HSC<br>Degree | 8<br>58<br>22<br>15<br>12<br>10 | 6.4<br>46.4<br>17.6<br>12<br>9.6<br>8 |
| 5 | <b>ORIGIN</b><br>Rural<br>Urban<br>Semi Urban<br>All the Above                           | 68<br>25<br>20<br>12            | 54.4<br>20<br>16<br>9.6               |
| 6 | <b>OWNERSHIP</b><br>Owner<br>Ranted<br>Leased  | 77<br>33<br>15                  | 61.6<br>26.4<br>12                    |
| 7 | <b>NO OF COW</b><br>Up to 5<br>5-9<br>9-13<br>Above 13                                   | 56<br>30<br>26<br>13            | 44.8<br>24<br>20.8<br>10.4            |
| 8 | <b>MEMBERSHIP</b><br>Members<br>Non-Members  | 89<br>36                        | 71.2<br>28.8                          |

Source : Primary Data

Table 1 reveals that 40 percentage are in age group of below-20, 61.6 percent are in male, 54.4 percent are married, 46.4 percent are in primary, 54.4 percent are in rural, 61.6 percent are in owner, 44.8 percent are in up to 5, 71.2 percent are in members.

**Table 2**

**Nature Of Competition From the Packed Milk Dealers**

| <b>OPINION</b> | <b>NO.OF RESPONENTS</b> | <b>PERCENTAGE</b> |
|----------------|-------------------------|-------------------|
|----------------|-------------------------|-------------------|

|                |    |      |
|----------------|----|------|
| Very High      | 55 | 44   |
| High           | 9  | 7.2  |
| No Competition | 11 | 8.8  |
| Low            | 6  | 4.8  |
| Very Low       | 44 | 35.2 |

Source : Primary Data

It is seen from above table 2 shows that, out of 125 respondents 44 percentage are in the very high competition from the packed milk dealers.

**Table 3**

**High Cost Of Labours Rank Stage**

| RESPONDENTS | PERCENTAGE | RANK STAGE |
|-------------|------------|------------|
| 19          | 15.2       | 2          |
| 24          | 19.2       | 3          |
| 32          | 25.6       | 4          |
| 50          | 40         | 5          |

Source : Primary Data

Table 3 shows that, out of 125 respondent 40 percentage are in the 5 rank stage of the high cost labours.

**IV. SUGGESTIONS**

- To increase the milk production, identifying the nutritional requirement of the cattle becomes essential.
- For the purpose, creating interactions among agronomists and animal nutritionists is essential to the development of sustainable systems that meet the need for higher quality dairy diets.
- The cooperatives can arrange for such and interactions.
- The analysis on the problem of marketing indicated that the packed milks manufactures pose threat to the local manufactures of milk.
- This also results in poor marketed surplus of the farmers. On the other hand, packed milk manufacture due to the mass production could reduce their cost of production considerably and could lower price.

**V. CONCLUSION**

The present study attempted to examine the production and productivity of 125 sample respondents from the district of Agastheeswaram. The required primary data were collected with the questionnaires. The collected data were analyzed using the appropriate techniques. The analysis of the indicated that in terms of cost, income from the milk produce and production there is difference among the small, medium and large farmers. The productivity and level of income is positive though the return from the sale of milk is meager.

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