

A Study On Problems Faced By Milk Producers In Tamilnadu

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ABSTRACT

India is one of the world's leading producers of milk and milk products. Milk production in the country climbed from approximately 20 million tonnes in the 1960s to 121.50 million tonnes in 2011. The availability per capita (281g/day in 2010-11) is nearly equivalent to the 280g/day need. In the last ten years, the state has ranked eighth to ninth in the country in overall milk output. The purpose of this research is to determine "The Problem Facing Milk Producers in Tamilnadu." The following precise objectives are set forth to investigate the characteristics of milk producers in the research region. To investigate the issues that milk farmers in the study area confront. To determine the milk producers' capital requirements in the research area. In Tamilnadu, 200 milk producing respondents were recruited for the study. Techniques of convenience sampling were applied. The population being lawful and the project being first divided, these specific tactics were chosen. The number of people that responded was 200. The majority of the material comes from the study's original data. Percentage, Chi-Square test, F-Test, and Correlation were used to interpret and analyse the data. The sample of 200 questionnaires was obtained using a suitable sampling procedure, and the full analysis is clearly laid out using pie diagram charts and graphs at relevant locations. Tamilnadu was the location of the research. The research was carried out from June 2021 to July 2021. If a competent mechanism is not in place to handle this issue, the majority of government efforts for the welfare of rural people would fail. To fulfil the increased demand, milk production challenges must be addressed in a serious and long-term manner. In Tamilnadu, the difficulties of milk marketing and livelihood are substantial, and remedial measures should be done to address them.

Keywords: Milk Marketing, Milk Producers, Milk Products.

INTRODUCTION

India is one of the world's leading producers of milk and milk products. Milk production in the country climbed from approximately 20 million tonnes in the 1960s to 121.50 million tonnes in 2011. The availability per capita (281g/day in 2010-11) is nearly equivalent to the 280g/day need. In the last ten years, the state has ranked eighth to ninth in the country in overall milk output. A significant decrease in buffalo population, a slower increase in crossbred animal productivity, a longer dry period, and a higher share of milk from indigenous animals in some areas could all be contributing factors to the state's lower milk output over the last ten years. The use of pedigree records for crossbred animals, oestrus synchronisation

techniques, and the administration of smart mineral mixtures to cattle, as well as value added health-conscious dairy products, are just a few of the strategies that can be used to successfully address the issues mentioned above. In the last ten years, the State has ranked third to fourth in milk procurement through cooperatives. Tamil Nadu ranked fourth in milk cooperative sales.

IMPORTANCE OF THE STUDY

The dairy industry has had a visible impact on nutritional security and has established examples for other agricultural sectors to follow. In terms of onward links for collecting, processing, and marketing, dairying, which accounts for approximately 65 percent of the livestock sector as a whole in terms of value, has developed particularly noteworthy. Aside from milk production, dairy animals generate a large amount

of organic manure, which is one of the most important agricultural inputs. Dairy farming is also a significant sideline activity. It employs millions of people who are unemployed or underemployed, notably small farmers and landless labourers. Proponents of the dairy development programme believe that such activities do genuinely increase the income of rural impoverished people. In India, small-scale and landless farmers generate more than 80% of the country's milk. For 80 million farmer families, this sector provides additional income and work prospects. In this backdrop, the purpose of this research is to look into the production and marketing of milk in Tamilnadu.

STATEMENT OF THE PROBLEM

India's milk producers are known for their low-yielding, unsightly cows and buffaloes. Millions of small farmers with little or no land use crop wastes and natural herbage as cow fodder, with or without expensive concentrates. The average milk yield of a cow in India is extremely low. Animal productivity will rise as a result of improved breeds, as well as better feeding and grazing practises. Efforts to increase milk productivity and the dairy processing industry's efficiency have been continuous. An improvement in milk production, rather than an increase in the number of animals, is predicted to be the primary source of increasing milk yield. Milk and milk products are currently consumed by almost everyone. Consumers in rural and urban areas have distinct brand preferences. Some clients are loyal to a single brand within a product category and only purchase that brand. The majority of buyers switch to a different brand. The goal of this study is to have a better understanding of "The Problem Facing Milk Producers in Tamilnadu."

RESEARCH QUESTIONS

1. What are the milk producers' characteristics in the research area?
2. How much does it cost to produce milk in the research area, and how profitable is it?
3. What are the marketing channels used by milk producers in the research area?
4. What are the challenges that milk farmers in the study area face?

OBJECTIVES OF THE STUDY

- To investigate the characteristics of milk producers in the research area.
- To examine the issues that milk farmers in the study area confront.
- Determine the milk producers' capital requirements in the research area.

- To learn about the credit options available to milk producers.
- Determine the satisfaction level of milk producers in the research area.

HYPOTHESES OF THE STUDY

- There is no correlation between the respondent's age and their degree of satisfaction with milk distribution services.
- There is no statistically significant link between respondent gender and satisfaction with milk distribution services.
- There is no correlation between the respondent's occupation and their satisfaction with milk distribution services.

RESEARCH METHODOLOGY

Population of the Study: In Tamilnadu, 200 milk producing respondents were recruited for the study.

Sampling Techniques: Techniques of convenience sampling were applied. The population being lawful and the project being first divided, these specific tactics were chosen. There were 60 people that responded, and they were all directly in front of the camera.

Data Collection: The majority of the material comes from the study's original data.

Data Analysis: Percentage, Chi-Square test, F-Test, and Correlation were used to interpret and analyse the data.

Questionnaire Design: While filling out the questionnaire, attention was taken to ensure that the respondent was as honest as possible. It was straightforward and unmistakable. The respondents' attitude perceptions were gathered with the help of relevant information found on the internet.

Data Collection Methods

Primary data are those that are obtained by the researcher himself in order to investigate a specific issue.

Secondary data are collected from text books, Journals etc.

Sampling Design

The sample of 60 questionnaires was obtained using an easy sampling procedure, and the full analysis is clearly laid out using pie diagram charts and graphs at relevant locations.

Statistical Tools Used for the Study

The information gathered was tallied and evaluated using statistical software. Simple percentage

techniques, Chi-square test methods, and 'F' Test methods are all examples of simple percentage methods. Correlation

Area of Study: Tamilnadu was the location of the research.

Period of the Study: The research was carried out from June 2021 to July 2021.

REVIEW OF LITERATURE

A review of the literature can assist you learn about the existing literature on the topic you're researching as well as related topics. It identifies the gaps as well as the unexplored sections of the subject. It is possible to learn about the methodology used, the statistical tools used, and the findings reached. All of this aids and guides the researcher in gaining new perspectives on the current issue in order to reach significant findings.

Sarker et al (2020) used ratio analysis to determine Gross profit, Net profit, Overall

Table-1: Demographic Distribution of the Milk Producers

Demographic Variables	No. of respondents	Percentage
Gender		
Male	24	40
Female	36	60
Total	60	100
Age		
20-30	18	30
31-40	33	55
Above 40	9	15
Total	60	100
Marital Status		
Married	42	70
Unmarried	18	30
Total	60	100
Educational Qualification		
Illiterate	18	30
No formal Education	30	50
School Education	12	20
Total	60	100

The above table 1 represents the Milk Producers demographic profile that was made to participate in the focus group discussion. As depicted in the table, males constituted around 40 percent of the respondents. To the distribution of the age, it was

profitability, EBIT, and other financial indicators for cooperative and non-cooperative milk producers' groups in West Bengal. According to the report, cooperative farms are substantially more profitable than non-cooperative farms.

Patil (1991) used various measures dairy development, including solvency, liquidity, profitability, turnover, and efficiency. The accumulation of fixed assets resulted in a downward trend in the liquidity ratio, according to the study. There was an increase in liabilities, indicating that the organization's solvency was improving. Higher inventory turnover also meant that there were more stock-carrying or unsaleable pieces, which had no negative impact on the business.

Data Analysis and Interpretation about the Problems Faced by the Milk Producers

evident that 55 percent of the respondents were in the age group between 31 years and 40 years. Out of 60 respondents, 50 percent had no formal education, and 30 percent are illiterate

Table-2: Classification of the respondents based on their working time in Milk Producers

Particulars	No of workers	Percentage
Working hours		
Less than 8 hours	28	47
8 hours	22	37
More than 8 hours	10	16
Experience in years		

Less than 5 years	14	23
5-10 years	15	25
More than 10 years	31	52
Presence of break in between work		
Yes	31	52
No	29	48

Table-2 is the summary of the observations about working hours per day in Milk Producers, the experience of the respondents in years, and the duration of breaks. From the table, it is evident that 37 percent of the respondents worked for 8 hours a day and 25 percent of the respondents had an

experience ranging between 5 to 10 years, and 52 percent of respondents had more than ten years of experience. About the presence of breaks between works, 52 percent of respondents agreed that they had breaks.

Table-3: Classification of the respondents based on the type of Milk Producers

Type of Domestic work	No. of Respondents	Percentage
Part-time worker	45	75
Full time worker	10	17
Live-in worker	5	8
TOTAL	60	100

Domestic workers can be classified into part-time workers who work for multiple Milk Producers for a specified number of hours per day or perform specific tasks for each of the multiple employers every day, full-time workers who work for a single Milk Producers every day for a specified number of hours (regular full day work) and return home

every day after work, and live-in workers who work for a single Milk Producers every day for a specified number of hours (regular full day work) and return home every day. It is evident from table-3 that 75% of the participants were part-time workers.

Table-4: Gender –wise classification of respondents based on their satisfaction with regard to Milk Producers

Responses	Yes	No	Total
Male	8	16	24
Female	13	23	36
Total	21	39	60

H₀: There is no significant relationship between gender and satisfaction with regard to working conditions.

H₁: There is significant relationship between gender and satisfaction with regard to working conditions.

The calculated value 13.2966 was greater than the table value (3.84). Hence, the null hypothesis is rejected. There is a significant relationship between the gender and the satisfaction with regard to working conditions and work environment.

Table-5: Gender –wise classification of respondents based on their satisfaction with regard to non-monetary benefits

Responses	Yes	No	Total
Male	11	13	24
Female	16	20	36
Total	27	33	60

H₀: There is no significant relationship between gender and satisfaction with regard to non-monetary benefits

H₁: There is significant relationship between gender and satisfaction with regard to non-monetary benefits.

Since the calculated value is less than table value, the null hypothesis is accepted. Hence, there is no significant relationship between gender and satisfaction with regard to non-monetary benefits.

Table-6: 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
5	Cow feeding Problem	16	4

Source: Primary Data

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

FINDINGS OF THE STUDY

In the research area, the bulk of the respondents (60 percent) are in the age bracket of 40 years or older. In the Tamilnadu research area, male respondents make up the bulk of the respondents (56 percent). In the Salem district study region, the majority of respondents (72 percent) are illiterate. In the study area, agriculture is represented by the majority of respondents (56 percent). In the research area, the majority of the respondents (98%) are married. The majority of respondents (56%) live in a combined family in the study area. Fifty-six percent of the respondents have family members in the research region who are between the ages of three and five. In the study area, the majority of respondents (54%) earn less than Rs.40,000 per year. In the study area, 32 percent of the respondents have between 3-5 years of experience in milk delivery. The majority of respondents (54%) have a cow in one of the study areas (numbers 2–5). In the research area, the majority of the respondents (78%) had frequent medical exams. The majority of respondents (46%) are extremely satisfied with the medical checkup services available to cows in the research area. The majority of respondents (70 percent) believe they will need between Rs. 20,000 and Rs.30,000 to invest in cows in the research area. The high response rate (80%) in the research area is due to the large number of respondents. In the study area, (72 percent) of the respondents receive between 20,000 and 30,000 dollars as cow

feeding expenses. In the milk distributions in the study area, 42 percent of cow milk production is between 200 and 300 litres. The majority of the respondents (56%) work for the government in the Salem district's research area. The bulk of the respondents (56%) receive milk at a rate of Rs.25-30 in the study area's government society. The price volatility of the milk distributor in the study area is agreed with by 38% of the respondents. The majority of respondents (62 percent) receive bank loans in the research area. Fifty percent of respondents are extremely satisfied with the milk distributor's credit facilities in the research area. In the study area of Valappadi Taluk, the majority of respondents (54 percent) do not have cow insurance. The majority of the respondents (54%) have no opinion on the cow insurance facilities in the study area. The majority of respondents (42%) agree that the subsidy for cow feedings in the study area is a good idea. The milk distribution services in the research area are rated as satisfactory by 56% of respondents.

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

Chi-Square Test Analysis: There is a link between the respondent's age and work and their level of satisfaction with milk distribution services. There is no link between the respondent's gender and their level of satisfaction with milk distribution services. \

Corrleation Analysis: There is a high degree of 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 same variance. Hence, we conclude that the two samples have same variance.

SUGGESTIONS FOR THE STUDY

Despite certain advancements in milk marketing, India's milk marketing remains unsophisticated in comparison to its western equivalents. It all starts with the relatively uncontrolled dairy industry, which accounts for the majority of milk production and offers plenty of opportunities for fraud. Despite the fact that dairy co-operatives supply inputs, animal health care, extension services, and even train the staff of village and district level co-operative members, the unorganised sector remains a key impediment in milk selling. The presence of various middlemen, which take advantage of producers' weaknesses, is another key hindrance to an efficient marketing system; producers' bargaining leverage is further constrained due to the perishability and bulkiness of milk. To boost yield, reduce waste, minimise fat and protein losses during processing, control production costs, save energy, and extend shelf life, better operational efficiency are required. Milk producers will be able to widely adopt the milk producer's problem if the government's legal and regulatory framework is restructured, thus unleashing the cooperative movement. Dairying's future will also be dependent on the continual adaptation of management approaches to market conditions and socioeconomic conditions. It is better to leave the management of dairy plants and cattle feed factories to competent managers who are employees of the milk cooperatives and hence answerable to their member milk producers. The Indian government and the Tamil Nadu state government have already taken a number of positive efforts to improve the economic situation of milk producers. However, as compared to industrialised countries (which include India), the cooperative community has not yet achieved its pinnacle. In the milk industry, Indian cooperative producers receive extremely little money and have a poor quality of life. As a result, the government must take greater steps to develop the dairy business. People's literacy levels in the Salem areas are quite low, and they are unaware of the government's programmes and subsidies. Because milk is perishable, it must be pasteurised, refrigerated, and stored in a specific way. However, we are behind in processing units. As a result, a large amount of milk has become useless to humans. We can undertake more exports in the dairy industry if we have strong infrastructure. Milk processing units in Salem District locations do not meet international standards. Even though middlemen provide milk farmers with a financial opportunity, they consume a large amount of it. It will have an impact on the profit margins achieved by producers and the industry's systems. Cattles are

properly and systematically cared for. The government must raise awareness among farmers in order to do this. Hospitals, on the other hand, are in an excellent situation. Furthermore, feeding supplies for cattle were critical in order to be the world's top milk producers. Veterinary emergency services are not provided efficiently in Salem District locations, and they are also very expensive.

CONCLUSION

The government could take steps to create various milk end products like as peadas, pannier, packed curd, and high-quality butter milk, which might be used as a substitute for other soft beverages in hot nations like ours. The expansion of such industrial activities that use milk as a primary ingredient will raise demand, ensuring a fair price for milk producers. Milk societies will also have the ability to provide employment to a large number of village residents. Tamilnadu is a state where dairy is king, thanks to the state's wealthy agricultural growers. Dairy production has increased significantly in recent years. Dairy farmers in Tamilnadu have seen a 100 percent increase in the cost of production as the price of fodder (Paddy and strew) has risen. Producers have been clamouring for incentive programmes for a long time. If the price of milk is not raised, milk production will drop significantly in the future years. If a competent mechanism is not in place to handle this issue, the majority of government efforts for the welfare of rural people would fail. To fulfil the increased demand, milk production challenges must be addressed in a serious and long-term manner. The problems of the milk marketing and livelihood in Tamilnadu are serious and remedial measure should be taken to overcome these problems.

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