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Study milk production, milk sale, milk consumption and milk disposal pattern of women entrepreneurs involved in dairying of Mathura district

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Abstract

The present study was conducted on 120 dairy farmers selected from 8 villages of Mathura district to assess the production, sale, consumption and disposal pattern of milk of dairy farmers. The data was collected through pre-tested structured interview schedule by holding personal interview with the dairy farmers during 2016-17. The result revealed that 57.50 percent had high milk production. As the average no. of respondents had large herd size, 25.83 percent had medium milk production, In case of milk consumption in case of The result revealed that 56.67 percent had medium milk consumption (1.7-2.42 liter), 40.83 percent had high milk consumption (>2.42 liter), and in case of milk sale The result revealed that 49.17 percent respondents had high milk sale as the average number of respondents had high milk production, 35.00 percent had medium milk sale. In case of milk disposal pattern The result revealed that 58.45 percent respondents directly supplied their milk to the customers at 55 to 68 rupees, per liter 18.91 percent sold milk to the milk vendor 40-60 rupees, per liter 13.92 percent respondents sold milk to milk cooperatives at 55 to 60 rupees, per liter 2.35 percent were to the private dairy at 50-58 rupees per liter, and 0.61 percent supplied to the private parties, temples etc at the rate of 50-60 rupees per liter.

Keywords: Production, consumption, sale, disposal, customers

Introduction

Women form a vital part of the Indian Economy, who constitute one third of the labour resource, and primary member contributing in the survival of the family (Srilatha and Srilatha, 2015) [7]. According to WTO report in 2010 a higher proportion of women relative to men are involved in livestock farming. Women have a high stake in dairying; they account for 93 percent of total employment in dairy production. A woman plays an important role in dairy enterprises as manager, decision makers and skilled workers in spite of that, her hard work is mostly been unpaid and their considerable involvement or contribution in dairy production is either underestimated or ignored. The knowledge and skill of women in dairy occupation as well as their participation in day-to-day decision making certainly affects their efficiency, work and development of dairy enterprise in total (Ogdand, and Hembade (2014) [8]. Livestock sector provides employment to 18 million people and nearly 70 percent of them are women. Further, dairy sector is the major source of income for an estimated 27.6 million people. There is a greater involvement of women under various agricultural operations besides carrying out household activities. Of the total 329 million hectares geographical area of the country, net sown area is just 142 million hectare and it is estimated that women are responsible for 70 percent of actual farm work and constitute up to 60 percent of the farming population. But it is unfortunate that the role of women in agriculture was not highlighted. It is therefore felt necessary to determine the extent of participation of farm women in the dairy occupation. A cattle rearing is a diversification from existing agricultural activity and large number of rural women are engaged in dairy farming activity. These rural women, besides performing household chores, also undertake cattle rearing and marketing activities. Livestock is generally considered a key asset for rural livelihoods. It offers advantages over other agricultural sectors and is an entry point for promoting gender balance in rural areas.

Methodology

The study was conducted in Mathura district during 2016- 2017, to know the personal and socio-economic characteristics and extent of adoption of recommended improved dairy management by the famers.

Six villages were selected viz from this district randomly. From each village 15 respondents were selected on random sampling techniques, thus the total sample constituted for the study was 120. The information was gathered from the respondents personally using pre tested structured interview schedule. The gathered information was analyzed by using appropriate statistical tools like frequency, percentage, mean, standard deviation etc.

1. Milk production: Average milk yield was calculated for the total number of milch animals owned by the livestock owners at the time of the study. On the basis of total volume of milk produced the respondents were categorized into three categories, viz., low, medium and high milk producers.

Milk production

SL. No.	Category	Milk in litre /day
1.	Low	< 35 litre
2.	Medium	35-46 litre
3.	High	>46 litre

2. Milk Consumption

Milk consumption was calculated for total milk consumed by

the family members. Total milk consumed by the family members were categorized into three categories, viz., low, medium and high milk consumers.

Milk Consumption

SL. No.	Category	Milk in litre /day
1.	Low	< 1.7 litre
2.	Medium	1.7 – 2.42 litre
3.	High	> 2.42 litre

3. Milk Sale

Milk sale was calculated for total milk produced in the respondent’s farm minus total milk consumed. Total milk sale respondents were categorized into three categories, viz., and low, medium and high milk sale.

Milk Sale

SL. No.	Category	Milk in litre /day
1.	Low	< 1.7 litre
2.	Medium	34.00 – 42.00 litre
3.	High	> 42.00 litre

4. Milk distribution pattern

Milk disposal pattern

Sl. No	Agency	Amount of milk (Litre/day)	Price (Rs/litre)
1.	Milk vender		
2.	Customer		
3.	Milk cooperatives		
4.	Sweet shop		
5.	Private dairy		
6.	Others		

Result and Discussion

The respondents in the study area sell their extra milk to different milk vendor, customer milk cooperatives, sweet shop, private dairy and others. The results in the Table.1. and Figure. 1. reveals that 58.50 percent respondents were directly supplying their milk to the customers at the price rate of 55 to 68 rupees, 18.91 percent were selling milk to the milk vendor at the price rate of 40-60 rupees, 13.92 percent respondents were giving milk to milk cooperatives at the price rate of 55

to 60 rupees, 2.35 percent were to the private dairy at the price rate of 50-58 and 0.61 percent were supplying to the private parties, temples etc at the rate of 50-60 rupees.

1. Milk production

The result in Table 1. Reveals that majority of the respondents fell in high milk production category (more than 46 litre). It was seen that only 16.67 percent of the respondents are in low category.

Table 1: Distribution of respondents according to their total milk production

SL. No.	Variables	Category	Frequency	Percentage
1.	Milk Production Mean: 44.71 SD: 0.191	Low (<35 litre)	20	16.67
		Medium (36 – 46litre)	31	25.83
		High (> 46 litre)	69	57.50

(n= 120)

2. Milk consumption

The result in Table 2 reveals that milk consumption in study area where majority of the respondents 56.67 percent were in medium category of the milk consumption (1.7-2.42 liter)

followed by high milk consumption 49 percent (more than 2.42 liter) majority of respondents were selling milk which is one of the reason of low consumption in the area less than 1.7 liters.

Table 2: Distribution of respondents according to their total milk consumption

SL.No.	Variables	Category	Frequency	Percentage
1.	Milk consumption Mean:2.42 SD: 0.064	Low (<1.7 litre)	3	2.50
		Medium (1.7 – 2.42 litre)	68	56.67
		High (> 2.42 litre)	49	40.8

(n= 120)

3. Milk sale

The results in table 3 reveals that 49.17 percent respondents had having high milk sale as they were having high milk production followed by 35.00 percent had having medium

milk sale and only 15.83 percent fall under low milk sale category. The average milk sold by the respondents was about 42 liters per day directly to the customers and to market.

Table 3: Distribution of respondents according to their total milk sale

(n= 120)

SL. No.	Variables	Category	Frequency	Percentage
1.	Milk sale Mean:42.26 SD: 0.775	Low (<34.00 litre)	19	15.83
		Medium (34- 42 litre)	42	35.00
		High (> 42 litre)	59	49.17

4. Milk disposal pattern

The respondents in the study area sold their extra milk to different milk vendor, customer milk cooperatives, sweet shop, private dairy and others. The results in the following Table. 4 and Figure. 1 reveals that 58.50 percent respondents were directly supplying their milk to the customers at the price rate of 55 to 68 rupees, 18.91 percent were selling milk

to the milk vendor at the price rate of 40-60 rupees, 13.92 percent respondents were giving milk to milk cooperatives at the price rate of 55 to 60 rupees, 2.35 percent were to the private dairy at the price rate of 50-58 and 0.61 percent were supplying to the private parties, temples etc at the rate of 50-60 rupees.

Table 4: Distribution of respondents according to their total milk disposal pattern

(n=120)

SL. No	Agency	Percentage of Respondents	Price (in Rs)	Cattle	Buffalo
1.	Milk vender	18.91	40-60	33	50-55
2.	Customer	58.45	55-68	40	55-62
3.	Milk cooperatives	13.92	55-60	35	50 -60
4.	Sweet shop	5.76	55-57	34	50-55
5.	Private dairy	2.35	50-58	33	50
6.	Others (temples, parties)	0.61	50-60	40	50

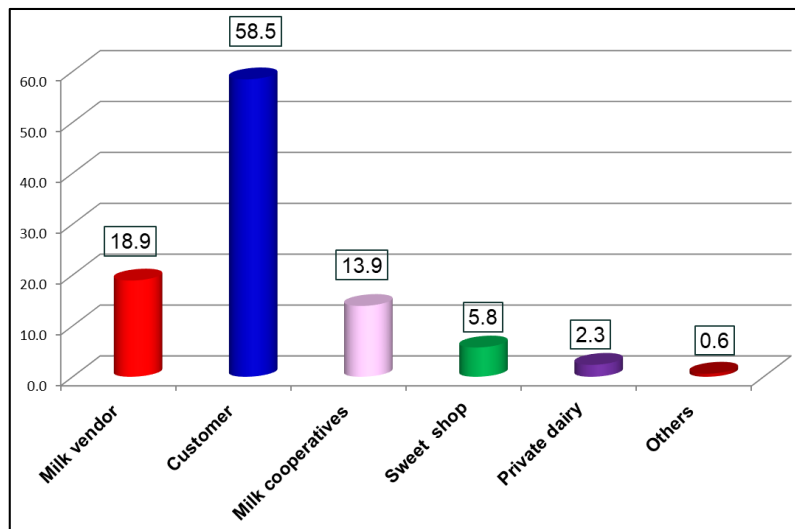


Fig 1: Distribution of respondents according to the milk disposal pattern

Conclusion

The best thermometer to the progress of a nation is its treatment of women. There is no chance for the welfare of the world unless the condition of women is improved. The country can achieve its economic growth when the women entrepreneurs start rising on the horizon of villages. When women entrepreneurs are more in the rural areas, they can provide better employment opportunities to the public. As a result, per capita income of the country will increase ultimately leading towards overall economic growth. In above study in case of milk production 16.67 percent had low milk production. Similar results were also reported by Singh *et al.* (2004) who found majority of their respondents having milk production level of 3-9, 6-10, and 6-15 liters/day,

respectively. The farmers should be informed and educated about the entrepreneurship training programmes, which includes various high yielding breeds of buffalo suitable to their local situation, and also compounding balanced rations with low cost ingredients, which will contribute for improving the milk production. In case of milk consumption 2.50 percent had low milk consumption (up to 1.7 liter). As average number of respondents was selling milk. Their average milk consumption is low. Per capita availability of milk in the study area was 302 gram, whereas per capita availability of milk at the state level is 340 gram and per capita availability of milk at the national level is 337 gram. It shows lesser per capita availability of milk in the study area. In case of milk sale, 15.83 percent were having low milk sale. Similar results

were also reported by Senthil *et al* (2008) ^[9] who found the average quantity of milk sale was 12.2 liters/day per household. This finding shows that large the dairy farmers in the study area market amount of milk, which is necessary for viability of milk marketing network. It also indicates that farmers may be earning substantial portion of high income from milk sale and they possess entrepreneurial skill up to some extent. Since buffalo cross breed milch animals were reared by the respondents so milk production is high and average milk consumption is 2.42 liter and thereby milk sale is high. In case of milk disposal pattern 58.45 percent respondents directly supplied their milk to the customers at 55 to 68 rupees; per liter 18.91 percent sold milk to the milk vendor 40-60 rupees. The country can achieve its economic growth when the women entrepreneurs start rising on the horizon of villages. When women entrepreneurs are more in the rural areas, they can provide better employment opportunities to the public. As a result, per capita income of the country will increase ultimately leading towards overall economic growth.

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