

The major problems faced in dairy business by the farmers in Agra district of Western U.P.

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Abstract

The study was conducted in Akola block of Agra district which covered 120 cases (40 small, 40 marginal farmers and 40 landless labourers). The results indicated that the major problems reported by the farmers were related to breeding i.e. not availability of A.I. centres with in their approach and lack & good quality of service bull and another problems was related to feeding and management i.e. not availability of green fodder throughout the year and higher price of feed to be fed to animals and lower price of milk. Thus there is a need to remove these problems to increase dairy business through weaker section families to raise their income. Further, there is a need to educate the farmers regarding better practices of dairy management as well as to develop the organized marketing facility of milk in the rural area.

Key words: breeding , dairying, weaker section, marketing management.

Introduction

India is endowed with huge livestock wealth and produces approximately 17 percent of the world's total dairy production and consumes virtually all of this production. Over the last several years, India has experienced strong growth in demand for dairy products, which is estimated between 6 and 8 percent annually. Current milk production is over 119 million tones; however India's share in the global trade is less than 1% in spite of being largest milk producer. The major reasons for the dismal scenario are poor product quality and price competitiveness. Under WTO regime, in order to meet the international standards quality in terms of safety and wholesomeness is crucial. There is need to maintain quality of milk during entire production chain. To achieve this, bridging of gaps between dairy innovations and its adoption by dairy farmers is need of hour. The adoption rate of such technologies varies from place to place and region to region which is chiefly depends upon the socio-economic status of the community and community participation. There are many constraints exist simultaneously in several stages of milk production under field conditions. Constraints are nothing but the problems that come in the way of adoption of technology. If these constraints are identified, they are helpful to bridge the gap between dairy technology and its adoption by dairy farmers (Rathod et al., 2014). In Maharashtra state milk production and network of dairy cooperatives is well established and concentrated in

western parts, however dairy developments are not fruitful in Vidarbha and Marathwada regions. Wardha district is comparatively good milk producer from Vidarbha. Therefore, the present study was undertaken with the objective to study various constraints perceived by dairy farmers in adoption of preventive measures for quality milk production in western part of U.P.

Methodology

The present study covered Akola block of Agra district and 10 villages. The total number of cases under study was 120 (40 small, 40 marginal and 40 landless labourers). The small farmers, marginal farmers and landless labourers were classified into three herd size groups viz I herd size-(having one milch animal), II herd size-(having two milch animals), and III herd size-(three and more milch animals). The number of cases falling in I, II and III herd size groups was 14, 10, and 16 respectively in small farm size group. The number of cases falling in I, II and III herd size groups was 18, 12 and 10 respectively in marginal farm size group while in case of landless labourers the number of cases in I,II and III herd size group came to 16,14 and 10 respectively. The data were related to year 2008-2009.

The major constraints reported by the dairy farmers were related to breeding, feeding, management and marketing of milk

Results and Discussion

(A) Problem of breeding:

The table 1 indicates that about 50.00 per cent cases in case of small farmers, 55.00 per cent cases in case of marginal farmers and 57.50 per cent cases

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in case of landless labourers reported the problem of distantly located A.I. centres which are not easily approachable. The highest percentage of farmers under III herd size group reported such problem.

Table 1: The number of cases reported the problem of distantly located A. I. centre in different farm size groups under different herd size groups

Herd size	Sample size	Cases reported	%tage of cases
Small farmers			
I	14	4	28.57
II	10	5	50.00
III	16	11	68.75
Overall	40	20	50.00
Marginal farmers			
I	18	9	50.00
II	12	7	58.33
III	10	6	60.00
Overall	40	22	55.00
Landless labourers			
I	16	9	56.25
II	14	8	57.14
III	10	6	60.00
Overall	40	23	57.50

Table 2 indicated that about 22.50 per cent cases in case of small farmers, 47.50% cases in case of marginal farmers and 57.50% cases in case of landless labourers reported the problem of non- existence of A.I. centre in the area. There fore, there is a need for opening of A.I. centres in the area. More percentage of farmers in III herd size group reported such problem.

Table 2: Number of cases reported the problem of non-existence of A. I. centre in different farm size groups as well as in different herd size groups.

Herd size	Sample size	Cases reported	%tage of cases
Small farmers			
I	14	3	21.43
II	10	2	20.00
III	16	4	25.00
Overall	40	9	22.50
Marginal farmers			
I	18	8	44.44
II	12	6	50.00
III	10	5	50.00
Overall	40	19	47.50
Landless labourers			
I	16	8	50.00
II	14	8	57.14
III	10	7	70.00
Overall	40	23	57.50

The table 3: indicated that 60.00% cases in case of small farmers, 72.50% cases in case of marginal farmers and 87.50% cases in case of landless labourers reported the problem of non-availability of better bull. In such situation, the local breed of bull services are utilized in the absence of A.I. centre service as well. This problem was more serious in all herd size groups.

Table 3: Number of cases reported the problem of non-availability of better bull under different groups as well as in defferent herd size groups.

Herd size	Sample size	Cases reported	%tage of cases
Small farmers			
I	14	7	50.00
II	10	7	70.00
III	16	10	62.50
Overall	40	24	60.00
Marginal farmers			
I	18	13	72.22
II	12	8	66.67
III	10	8	80.00
Overall	40	29	72.50
Landless labourers			
I	16	14	87.50
II	14	12	85.71
III	10	9	90.00
Overall	40	35	87.50

Table 4: Number of cases reported the non availability of good breed of animals in case of small, marginal farmers and landless labourers under different herd size groups.

Herd size	Sample size	Cases reported	%tage of cases
Small farmers			
I	14	3	21.43
I	14	5	35.71
II	10	5	50.00
III	16	9	56.25
Overall	40	19	47.50
Marginal farmers			
I	18	8	44.44
II	12	7	58.33
III	10	6	60.00
Overall	40	21	52.50
Landless labourers			
I	16	8	50.00
II	14	8	57.14
III	10	7	70.00
Overall	40	23	57.50

The table 4: indicated that about 47.50% cases in case of small farmers, 52.50% cases in case of marginal farmers and 57.50% cases in case of landless labourers reported the problem of non-availability of good breeds of milch animals. Thus there is a need for increasing the animal breeding facility in the area. The problems was more significant in case of III herd size groups in all farm size groups.

(B) Problem of feeding

The table 5: indicates that 50.00% cases in case of small farmers, 72.50% cases in case of marginal farmers and 87.50% cases in case of landless labourers reported the problem of Insufficient quantity of cake and bran to be fed to milch animals. It was mainly due to lack of funds with the farmers. The seriousness of such problem increases with increase in herd size group mainly in case of marginal farmers and landless labourers.

Table 5: Number of cases reported the problem of insufficient quantity of cake and bran fed to animals under different groups as well as in different herd size groups.

Herd size	Sample size	Cases reported	%tage of cases
Small farmers			
I	14	7	50.00
II	10	6	60.00
III	16	7	43.75
Overall	40	20	50.00
Marginal farmers			
I	18	13	72.22
II	12	8	66.67
III	10	8	80.00
Overall	40	29	72.50
Landless labourers			
I	16	15	93.75
II	14	11	78.57
III	10	9	90.00
Overall	40	35	87.50

Table 6 indicates that about 50.00% cases in case of small farmers, 60.00% cases in case of marginal farmers and 87.50% cases in case of landless labourers reported the problem of inadequate quantity of green fodder availability in the locality. This problem was reported more in case of III herd size of small farmers, marginal farmers and landless labourers.

The table 7 indicates that about 75.00 per cent cases in case of small farmers, 80.00 per cent cases in case of marginal farmers and 90.00 per cent cases in case of landless labourers reported the problem of higher cost of cattle feed. This problem was reported

by all categories of milk producers in general, the landless labourers reported more such problem as compared to small and marginal farmers.

Table 6: Number of cases reported the problem of inadequate availability of green fodder in the area under different farm size group

Herd size	Sample size	Cases reported	%tage of cases
Small farmers			
I	14	6	42.85
II	10	5	50.00
III	16	9	56.25
Overall	40	20	50.00
Marginal farmers			
I	18	9	50.00
II	12	7	58.33
III	10	8	80.00
Overall	40	24	60.00
Landless labourers			
I	16	14	87.50
II	14	12	85.71
III	10	9	90.00
Overall	40	35	87.50

Table 7: Number cases reported the problem of higher price of cattle feed in case of small, marginal farmers and landless labourers under defferent herd size groups.

Herd size	Sample size	Cases reported	%tage of cases
Small farmers			
I	14	12	85.71
II	10	7	70.00
III	16	11	68.75
Overall	40	30	75.00
Marginal farmers			
I	18	14	77.77
II	12	11	91.66
III	10	7	70.00
Overall	40	24	80.00
Landless labourers			
I	16	14	87.50
II	14	13	92.85
III	10	9	90.00
Overall	40	36	90.00

The table 8 indicates that about 60.00% cases in case of small farmers, 80.00% cases in case of marginal farmers and 92.50% cases in case of landless labourers reported the problem of lack of knowledge of feeding standard. The majority of cases in case of small, marginal farmers and landless

labourers reported such problem. Thus there is a need to educate the farmers regarding balanced ration to be fed to milch animals for better milk production.

Table 8: Number of cases reported the problem of lack of knowledge of feeding standard / balanced ration in case of defferent farm size groups.

Herd size	Sample size	Cases reported	%tage of cases
Small farmers			
I	14	9	64.28
II	10	7	70.00
III	16	8	50.00
Overall	40	24	60.00
Marginal farmers			
I	18	15	83.33
II	12	11	91.66
III	10	6	60.00
Overall	40	32	80.00
Landless labourers			
I	16	15	93.75
II	14	13	92.85
III	10	9	90.00
Overall	40	37	92.50

(C) Problem of management

The table 9 indicates that about 25.00 per cent cases in case of small farmers, 30.00 per cent cases in case of marginal farmers and 42.50 percent cases in case of landless labourers reported the problem of non availability of cattle shed. The families of III herd size groups in case of small farmers as well as marginal farmers and landless labourers reported this problem more.

Table 9 : Number of cases reported the problem of non-availability of proper cattle shed facility to animals under defferent farm size groups.

Herd size	Sample size	Cases reported	%tage of cases
Small farmers			
I	14	3	21.43
II	10	2	20.00
III	16	5	31.25
Overall	40	10	25.00
Marginal farmers			
I	18	4	22.22
II	12	4	33.33
III	10	4	40.00
Overall	40	32	30.00
Landless labourers			
I	16	4	25.00
II	14	4	28.57
III	10	5	50.00
Overall	40	37	42.50

Lack of financial facility

The small, marginal farmers and landless labourers also reported the problem of lack of funds availability to manage dairy business. The following table shows the number of cases reported such problem.

Table 10: Number of cases reported the problem of lack of funds availability to manage dairy business

Herd size	Sample size	Cases reported	%tage of cases
Small farmers			
I	14	8	57.14
II	10	7	70.00
III	16	10	62.50
Overall	40	25	62.50
Marginal farmers			
I	18	14	77.78
II	12	9	75.00
III	10	6	60.00
Overall	40	29	72.50
Landless labourers			
I	16	14	87.50
II	14	13	92.85
III	10	7	70.00
Overall	40	34	85.00

Table 11 : Number of cases reported the problem of lack of cattle insurance facility in the area under defferent farm size groups.

Herd size	Sample size	Cases reported	%tage of cases
Small farmers			
I	14	4	28.57
II	10	5	50.00
III	16	10	62.50
Overall	40	19	47.50
Marginal farmers			
I	18	9	50.00
II	12	7	58.33
III	10	7	70.00
Overall	40	23	57.50
Landless labourers			
I	16	10	62.50
II	14	8	64.28
III	10	8	80.00
Overall	40	26	65.00

The table 10 indicates that about 62.50% cases in case of small farmers, 72.50% cases in case of marginal farmers and 85.00% cases in case of landless labourers reported the problem of non availability of funds or shortage of funds with them for dairy business they cannot purchase better feed as well as better

breed animals. Therefore there a need to finance dairy business by the banks on priority basis.

Lack of cattle insurance facility:

The small, marginal farmers and landless labourers reported the problem lack of insurance facility of cattle. They are not aware with the facility. The following table shows the number of cases reported such problem.

The table 11 indicates that about 47.50 per cent cases in case of small farmers, 57.50 per cent cases in case of marginal farmers and 65.00 per cent cases in case of landless labourers reported the problem of lack of insurance facilities in the area as well as they have no knowledge regarding such facility also.

Lack of proper marketing facility:

The farmers and landless labourers under study also reported the problem of lack of proper marketing facility of milk in area. The following table shows the number of cases reported the problem of lack of proper marketing facilities of milk in the area.

The table 12 indicates that out 40 cases 19 cases (47.50%) cases in case of small farmers, reported the problem of lack of proper marketing facilities in the villages, while in case of marginal farmers out of 40 cases 23 farmers (57.50%) reported the problem of lack of proper marketing facilities in the villages, while in case of landless labourers out of 40 cases 29 landless (72.50%) reported the problem of lack of proper marketing facilities in the villages. It resulted in lower price of milk obtained by them from the private vendors who purchased the milk from the farmers, therefore, there is a need to develop a organized marketing facilities in the locality so that farmers may get proper price of the milk.

Table 12 : Number of cases reported the problem of lack of proper marketing facility for milk in the area under defferent farm size groups.

Herd size	Sample size	Cases reported	%tage of cases
Small farmers			
I	14	8	57.14
II	10	5	50.00
III	16	7	43.75
Overall	40	19	47.50
Marginal farmers			
I	18	11	61.11
II	12	7	58.33
III	10	5	50.00
Overall	40	23	57.50
Landless labourers			
I	16	11	68.75
II	14	10	71.43
III	10	8	80.00
Overall	40	29	72.50

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