

“A Study on Farmer’s Preference for Selling Raw Milk by Different Mode with Special Reference to Gir Somnath District”

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Abstract

The Basic intent of the paper is to understand the current scenario of milk producer in Saurashtra region and various issues of the live stockholder. We know that with the increase in education and development in technology change the scenario of dairy sector and its stakeholder. Through this research I try to put efforts on identify the preference of milk producer for adopting different mode for distributing raw milk. In this research I take the sample of 100 milk producer from different village of Gir Somnath. I prepare the questionnaire for collecting data by using Likert scale. Analysis of data suggest that the most of raw milk producer adopt NDDB dairy and co-operative dairy due to higher price and better collection method used by these dairy. Also research finding suggest that price rate, collection method and location of milk collection centre are the factor which build the preference of milk producer for adopting mode for selling raw milk, while payment method used by dairy and service provided by the dairy are secondary factor which is considered by milk producer for adopting mode for selling raw milk.

Keywords: - Raw Milk, Dairy, Milk producer, service provided,

INTRODUCTION

The importance of dairying in a country like India hardly needs emphasizing. India has vast resources of livestock, which play

an important role in the national economy and also in the socioeconomic development of millions of rural households. India has one of the largest

stocks of cattle and buffaloes: more than 50 percent of the world's buffaloes and 20 percent of its cattle. The Indian dairy sector contributes a large share of the agricultural GDP. Although the contribution of agriculture and allied sectors to the national GDP has declined during the past few decades, the contribution of the livestock sector has increased from less than 5 percent in the early 1980s to over 6 percent in the late 1990s. Milk and milk products constitute a major share of the value of output from the livestock sector; their share increased from less than 50 percent in 1950-51 to about 65 percent in the late 1990s.

During the 1950s and 1960s, India was one of the largest importers of dairy products, importing over 40 percent of milk solids in the total throughput of the dairy industry. The commercial import of milk powder reached its peak at about 53 thousand tons in 1963-64. This concerned policy makers, and a decision was made to achieve self-sufficiency in milk production. The major step forward, which has had a far-reaching impact, came in mid-sixties with the establishment of the National Dairy Development Board (NDDB) to oversee dairy development in the country. The Operation Flood (OF) program, one of the world's largest and

most successful dairy development programs, was launched in 1970; its main thrust was to organize farmers' cooperatives in rural areas and link them with urban consumers. Operation Flood has led to the modernization of India's dairy sector and has created a strong network for procurement, processing, and distribution of milk by the cooperative sector. In 1989, the Government of India launched the Technology Mission on Dairy Development (TMDD) program to support and supplement the efforts of Operation Flood and to enhance rural employment opportunities and income generation through dairying.

The Indian dairy industry is poised for dramatic growth in the coming decades. The population growth, urbanization, income growth, high income elasticity of demand, and changes in food habits that fuelled the increase in milk consumption are expected to continue well into the new millennium, creating a veritable Livestock Revolution. As these events unfold, not all the changes are good, and they have major implications for poverty alleviation, environmental sustainability, public health, and ethical concerns about the treatment of animals as sentient beings. The rapid increase in demand for dairy products in developing countries has led to the growth

of milk-production activities in peri-urban areas, which are essentially detached from their supporting land base. The demand for milk and dairy products is increasingly being met in urban and peri-urban areas by industrial dairy farms, which often generate large amounts of waste.

Traditionally, milk production in India has been closely integrated with crop production. However, environmental problems escalate with the scale and intensity of operations, ranging from the least worrisome in traditional systems to highly threatening in large-scale farms. The pollution problem in rural areas is internalized, as the small amount of manure produced is used as fuel or organic fertilizer to improve the soil for crop and fodder cultivation. In the commercial production system, a large amount of waste is generated, which needs to be treated before its disposal or use. Doing so requires not only careful planning but also large capital investments to create the infrastructure for waste treatment and its economic disposal. The establishment of large commercial dairy farms in urban areas may create some social problems. The growth stimulus coming from the strong demand for livestock products is not transmitted to the rural areas, where it could encourage rural development, more

equitable distribution of income, and poverty alleviation. Small producers find it difficult to compete with large commercial units due to policy distortions. Milk production in rural areas generates supplementary income and employment opportunities, which are adversely affected by the growth of commercial dairy farms. (Kothari, 2004)

LITERATURE REVIEW

Bhagyashree S. Kunte & Professor Sanjay Patankar - June 2015

The basic intent of the study is to understand the current scenario of dairy industry in India and various issues of the stakeholders of the industry. This is a review of research articles related to dairy industry. 24 research articles referring data for different states of India are randomly selected. 14 out of 24 papers were based on primary data collected from dairy farmers (members/ non - members of cooperative societies). The major issues revealed were related to lack of fodder and concentrates, scarcity of veterinary and diagnostic services, lack of information and technological awareness. These were common issues faced by dairy farmers in most of the regions of India. Some of the issues were area specific like in Assam milk and milk products were not the components of daily consumption basket

of people in the state which is not the scenario in other states of the country. The remaining 10 studies were either related to cooperative and private dairy plants, cooperative federations or general dairy scenario of the relevant state. Procurement cost was found to be the major component of total costs followed by processing cost. These studies evaluated the economic viability of concerned dairy units. (Patankar2, june/2015)

G.L. Meena & D.K. Jain – economics in milk production in Alwar district Rajasthan

This study covered 75 cooperative member milk producers and 75 non-member milk producers which were post-stratified into small, medium and large herd size categories.

Per day net maintenance cost was found to be higher for member group than that of non - member group. It was found to be higher in case of buffalo than that of cow and also observed more in the summer season. Per litre cost of buffalo and cow milk production was observed to be higher for the non-member as compared to member group. Per litre cost of buffalo milk production decreased with increase in herd size categories across different seasons while same trend was not

observed in case of cow milk production. Further, it was found higher in summer season. Daily net return was found relatively higher in member group as compared to non-member group and also found higher in winter season. Overall average daily milk production, consumption and marketed surplus of milk were found higher on the member group as compared to non-member group. The corresponding figures were recorded highest in the winter season in both the member and non - member group. (Jain**, august 2012)

Karen J. Reuben and Nitin Patel- A study on buying behavior of wrist watches amongst urban consumers

The purpose of the research is to understand the current status of the Indian watch industry and the purchase habits of Indian consumer vis-à-vis branded or unbranded watches and the factors which play major role in the buyer decision making. The author also sought to understand whether people who owned cell phones preferred to use it to see time rather than their watch and whether there is a change in the purpose of wearing a wrist watch in general. The author also examined the influence of income and occupation on purchase behavior. (patel, june/2016)

Kanwal Gurleen, Varun Nayyar and Ajwinder Dhillon has conducted study on busing behavior of rural consumer of Jalandhar.

In the past years, due to the lack of facilities available in the rural areas, the rural consumer headed towards nearby city to buy branded products and services. But today, the marketers have realized the potential in the rural market, which has become critical for them, be it for a branded shampoo or an automobile. Earlier, van campaigns, cinema commercials and a few wall paintings sufficed the purpose of the marketers to entice rural folks under their folds. But today, television has made the customer in a rural area quite literate about countless products that are on offer in the market place. The present study focuses on identifying the role of various advertisements in purchase of the product by rural consumer. (Kanwal Gurleen¹, december 2014)

OBJECTIVE OF THE STUDY

Research objective is a main destination which we want to achieve, and it is a initial step of any research. Without setting objective we can't do anything, so here I set the primary objective for my research, which are as below...

1. To find the various way available for selling raw milk.
2. To find the different way adopted by different livestock holder for selling raw milk.
3. To find the most suitable way for selling raw milk.
4. To find the advantage as well as drawback of different mode of selling raw milk.
5. To analyze the preference level associated with different mode for selling raw milk.
6. To study the factors influences decision making while adopting mode for selling raw milk.

RESEARCH DESIGN

A Research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the Research purpose with economy in procedure. In fact the Research design is the conceptual structure within which Research is conducted: it constitutes the blueprint for the collection, measurement and analysis of data.

It must be able to define clearly what they want to measure and must find adequate methods for measuring it along with a clear cut definition of population wants to study. Since the aim is to obtain complete and accurate information in these studies, the procedure to be used must be carefully planned. The research design must make enough provision for protection against bias and must maximize reliability with due concern for the economical completion of the search study.

Descriptive research is adopted for this study. It includes surveys and fact finding enquires of different kinds. The major purpose of descriptive research is description of the state affairs as it exists at present. The main characteristic of this method is that the researcher has no control over the variables. He can only report what has happened or what is happened.

SAMPLING DESIGN

A sample design is a definite plan for obtaining a sample from the sampling frame, it refers to the technique or procedure the researcher would adopt in selecting some sampling units from which interferences about the population is drawn. Sampling type used is Simple Random sampling technique where I have

collected sample by using simple random table for the purpose of data collection.

POPULATION AND SAMPLE SIZE

A decision has to be taken concerning sampling unit before selecting sample. For the purpose of study I select the population of Gir Somnath district. After specifying population I select the sample of 100 farmers or livestock holder who sale raw milk to different unit or milk men.

DATA COLLECTION

For achieving the specific objectives of this study, data were gathered from both primary and secondary sources.

Primary Sources:

- Direct conversation with the milk producers by using questionnaire.

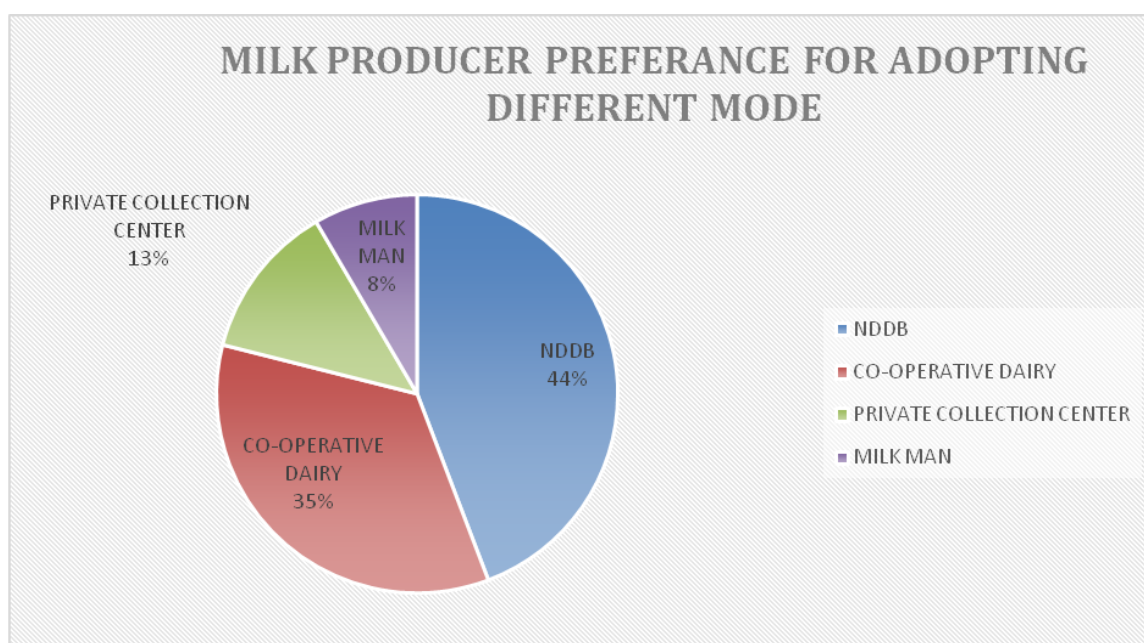
Secondary Sources:

- Internet
- Records of the milk collection center
- Journals

DATA ANALYSIS

1. Which type of mode is adopted by you for selling raw milk?

PARTICULAR	NDDB DAIRY	CO-OPERATIVE DAIRY	PRIVATE COLLECTION CENTER	MILK MAN
MILK PRODUCER	42	33	12	8



Interpretation

From the above chart we can say that as per the survey Out of 100 samples 44% of the milk producer prefer NDDB dairy for selling their raw milk. 35% of milk producer prefer co-operative dairy for selling raw milk. While 13% and 8% milk producer prefer any private milk collection center and milk man respectively. So from

the above chart we can easily find the preference of milk producer for selling raw milk by adopting different mode.

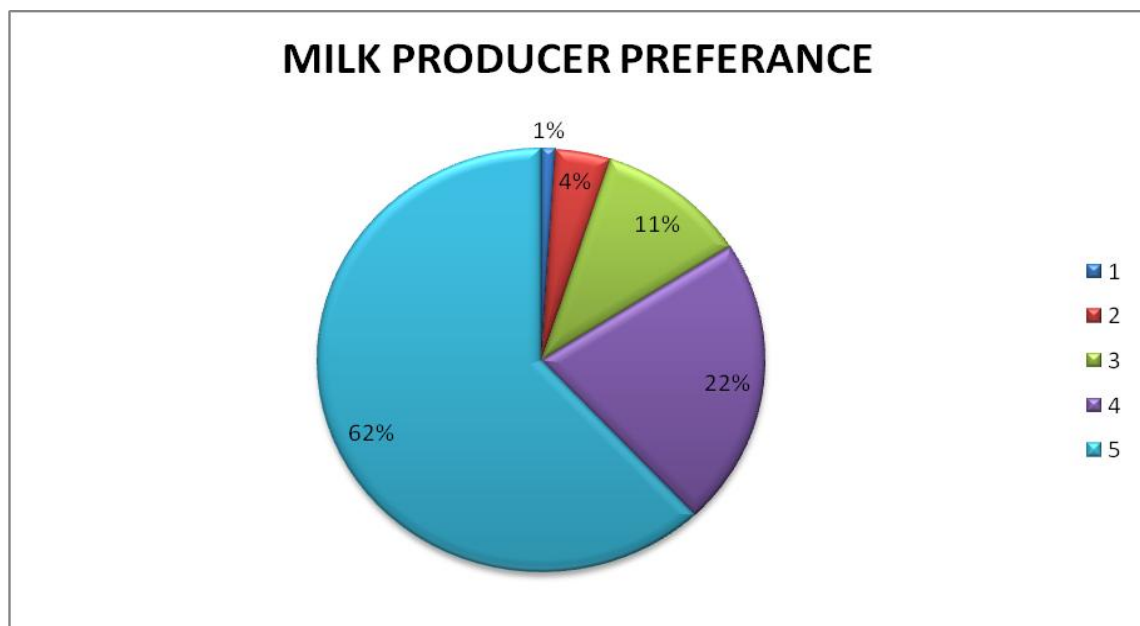
We can also say that in comparison to milk men producer get more benefits from selling raw milk to dairy of NDDB and co-operative dairy.

2. Give the rate to different factor which you consider as a important factor for making adoption related decision.

SR NO.	FACTOR / VARIABLE	RATE
1	PRICE RATE	
2	LOCATION	
3	COLLECTION METHOD	
4	PAYMENT METHOD	
5	SERVICE	

RATE	1	2	3	4	5
MILK PRODUCER PREFERENCE	1	4	11	22	62

1. PRICE RATE

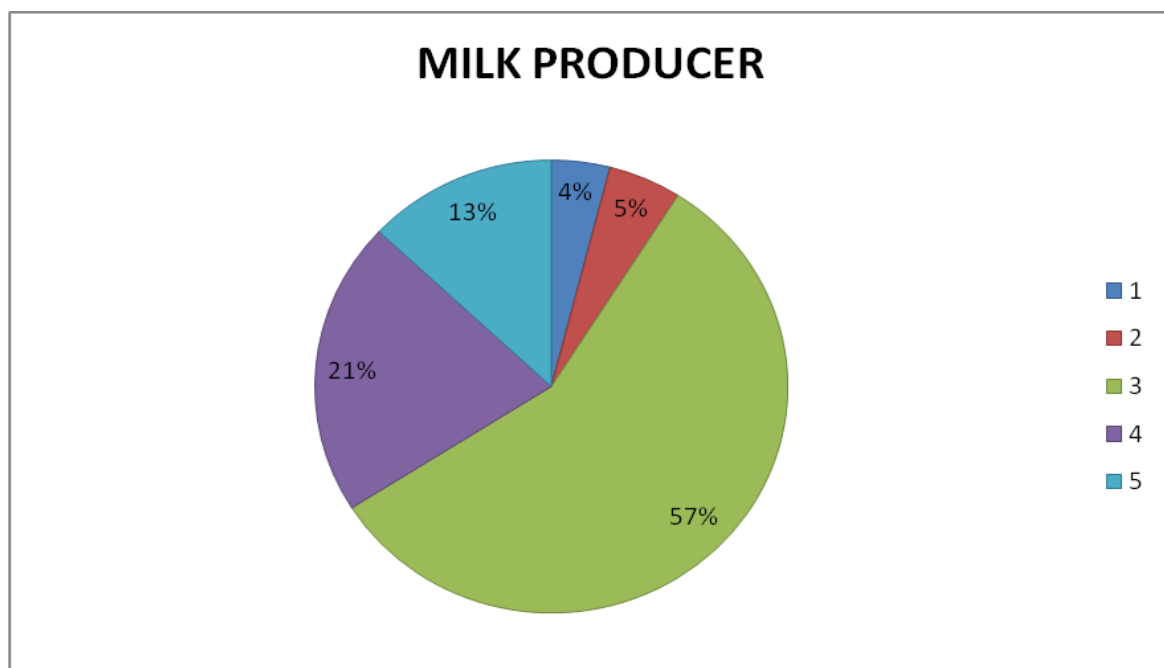


Interpretation

From the above data we can interpreted that out of 100 sample 62% milk producer give the highest rate to the price, it suggest that the price variable is a most considerable variable for milk producer to adopting the mode for selling raw milk.

RATE	1	2	3	4	5
MILK PRODUCER PREFERENCE	4	5	57	21	13

b. Location

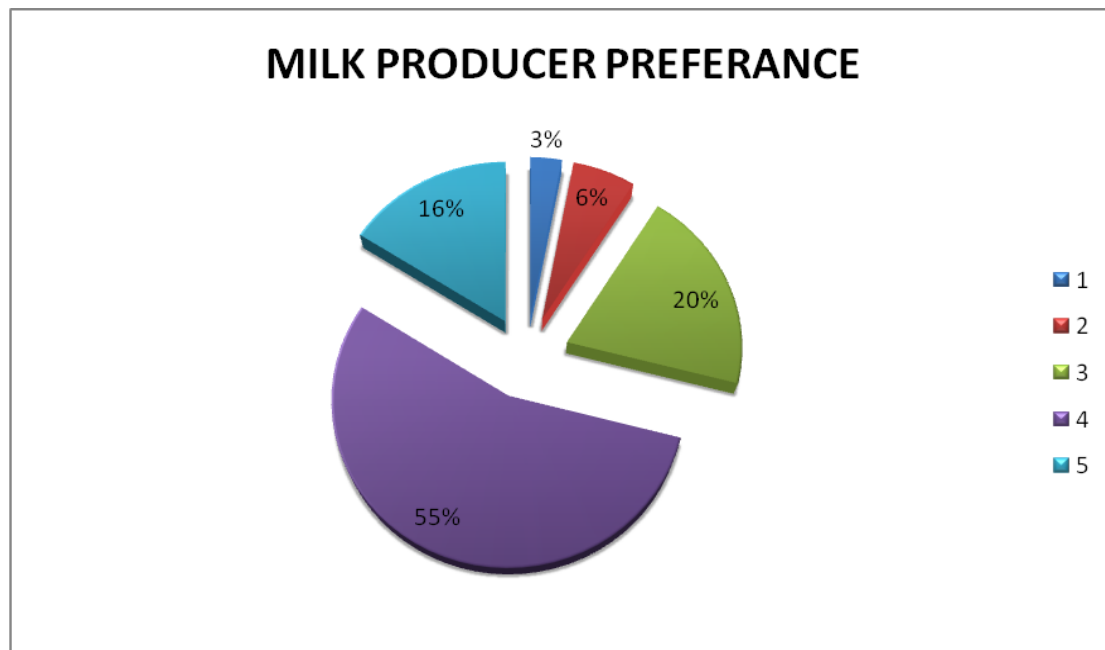


Interpretation

From the above data we can interpreted that out of 100 sample 57% milk producer give the rate to the location, it suggest that convenient location also the factor which is considered by farmer for adopting mode.

c. Collection Method

RATE	1	2	3	4	5
MILK PRODUCER PREFERENCE	3	6	20	55	16

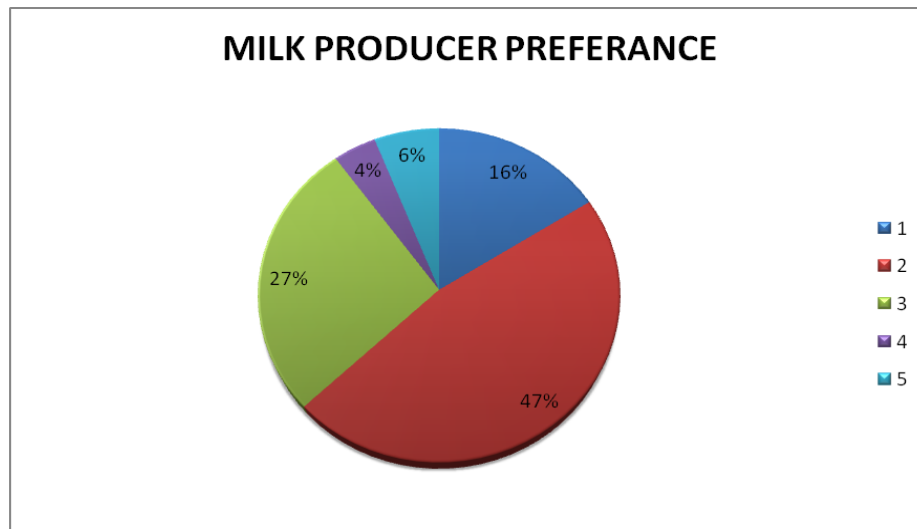


Interpretation

From the above data we can interpreted that out of 100 sample 55% milk producer give the highest rate to the collection method, if collection center use the appropriate collection method like electronic weight machine and milk analyzer machine than milk producer adopt the mode for selling their raw milk.

d. Payment Method

RATE	1	2	3	4	5
MILK PRODUCER PREFERENCE	16	47	27	4	6

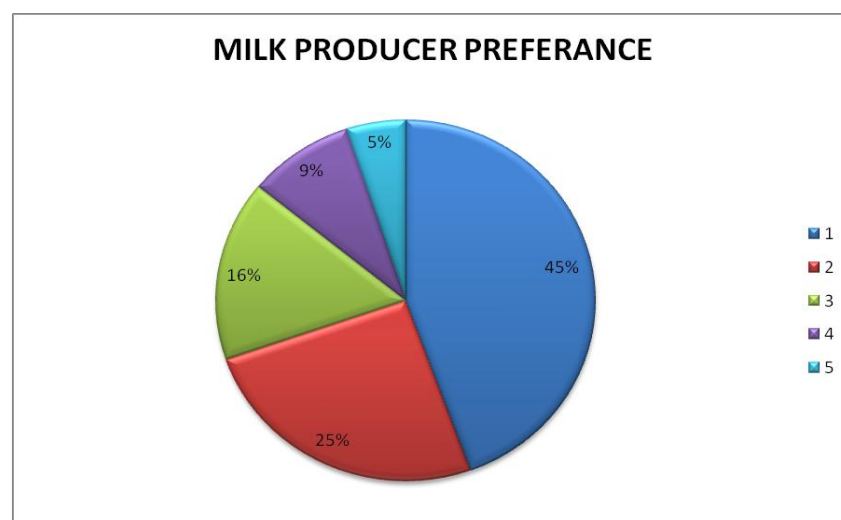


Interpretation

From the above data we can interpreted that out of 100 sample 43% milk producer give the rate to the payment method, it suggest that the payment method generate lower impact on farmers preference.

e. Service

RATE	1	2	3	4	5
MILK PRODUCER PREFERENCE	44	25	16	9	5

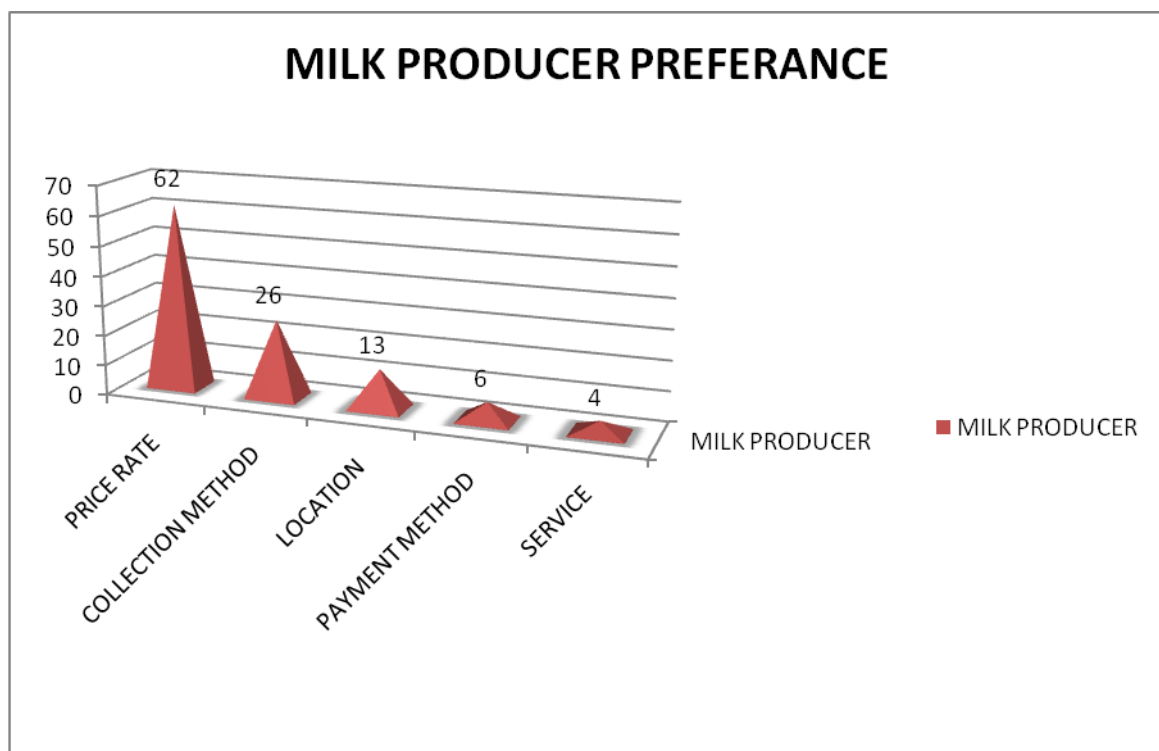


Interpretation

From the above data we can interpreted that out of 100 sample 45% milk producer give the single rate to the services, it suggest that the service variable cannot put too much impact on formation of milk producers preference.

f. Over All Preference Of Milk Producer

FACTOR	PRICE RATE	COLLECTION METHOD	LOCATION	PAYMENT METHOD	SERVICE
MILK PRODUCER PREFERENCE	62	26	13	6	4



Interpretation

Above graph suggest the overall preference of the milk producer for adopting different mode for selling raw milk in which price rate, collection method and location of dairy are the factors which mostly considered.

FINDING & SUGGESTION

In this study, we examined the impact of various factors affecting on preference of milk producer while selecting mode for selling raw milk. At the present they have too many choices for selling raw milk in comparison with the past few years.

Now a day's milk producer adopt the mode for selling raw milk by considering many factor like price rate per fat, location of the dairy, collection method adopted by dairy and milk man, payment method and necessary service.

In the research result suggests that milk producer most probably prefer to sale raw milk to NDDDB dairy and co-operative dairy because NDDDB and co-operative dairy pay high rate per fat as well as both dairy are locate at every village and at convenient location. So most of the milk producer prefers both dairy mostly.

Also data analysis suggests that the milk producer mostly considered the price and collection method for adopting mode for selling raw milk.

Location is also a factor which is many times considered by milk producer for selling raw milk. While the payment method and services are the factor which is

lightly considered by milk producer for making sales related decision.

LIMITATIONS

1. Our first and foremost obstacle was the time frame within which this research had to be done. We want to take more samples but due to time constraint we able to take limited from population.
2. We know that the human brain can tend to be a hopeless wanderer and as such there can be respondents filling in false or inaccurate details.
3. The sample was taken from the population of rural area where respondent had a little education and he/she was not able to understand the question properly. So it is possible that he/she fill the questionnaire wrongly.

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