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A STUDY ON THE PROBLEMS IN MILK PRODUCTION, REARING OF MILCH ANIMALS AND MARKETING IN BODINAYAKANUR TALUK

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Abstract
Dairy farming plays a crucial role in the socio-economic development of rural households by providing employment and a steady source of income. This study focuses on analyzing the problems faced by milk producers in the rearing of milch animals and marketing practices in Bodinayakanur Taluk. The study covers both members and non-members of the milk producers' co-operative society to understand the differences in their conditions and challenges. The research is based on both primary and secondary data. A total sample of 240 respondents, comprising 120 members and 120 non-members, was selected using simple random and convenient sampling techniques. Data were collected through a well-structured interview schedule. Percentage analysis and Garrett's Ranking Technique were used as tools for analyzing the data.The findings of the study reveal that milk producers face several major problems such as no income during the dry period, high cost of feed, lack of grazing land, inadequate healthcare facilities, labour shortage, low milk price, and lack of space. Among these, "no income during the dry period" is identified as the most significant problem. The study also highlights that members of co-operative societies are relatively better benefited compared to non-members. Based on the findings, suitable suggestions such as scientific feeding practices, improved breeding methods, better housing facilities, use of veterinary services, adoption of modern technology, and value addition in milk products are recommended. The study concludes that effective management practices and support from co-operative societies and government schemes can enhance productivity, reduce costs, and improve the economic condition of dairy farmers.

Keywords: ***Milk Production, Rearing of Milch Animals and Garrett's Ranking Technique.***

Introduction

Dairy farming is an essential part of the agricultural sector, contributing significantly to rural employment, income generation, and nutritional security. The rearing of milch animals provides a steady source of income to farmers and supports their livelihood, especially in rural areas where agriculture alone may not be sufficient. Milk production has gained importance due to the increasing demand for milk and milk products. Dairy farming not only helps in improving the economic condition of farmers but also plays a vital role in strengthening the rural economy. Activities such as feeding, breeding, healthcare, and proper management of milch animals are crucial for maintaining productivity and profitability in this sector. However, milk producers face several challenges in the rearing of milch animals and in the marketing of milk. Problems such as high cost of feed, lack of grazing land, inadequate veterinary facilities, labour shortage, low milk prices, and lack of proper infrastructure affect the efficiency of dairy farming. These issues lead to increased production costs and reduced income for farmers.

Statement of the Problem

Milk production and the rearing of milch animals play a vital role in improving the livelihood of rural farmers. However, dairy farmers face numerous problems that affect both productivity and

profitability. The major issues include high cost of feed, lack of grazing land, inadequate veterinary and healthcare facilities, shortage of labour, low price for milk, lack of proper housing space, and absence of income during the dry period of animals. These challenges increase the cost of production and reduce the overall income of farmers. In addition, poor access to modern technology, lack of awareness, and weak marketing systems further worsen the situation. Even though cooperative societies provide certain support services, many farmers are still unable to fully benefit due to operational and management issues. Therefore, it is essential to identify and analyze the problems faced by milk producers in the rearing of milch animals in order to suggest suitable measures for improving productivity, reducing costs, and enhancing the economic condition of dairy farmers.

Objectives of the Study

To study the problems of rearing of milch animal and milk marketing both members and non-members and offer suggestions based on the findings of the study.

Methodology

Research methodology in general consists of research design, sampling, Data collection and frame work of analysis of the study. There are 900 registered members in Bodinayakanur milk producers' co-operative society, Bodinayakanur. More number of non-members of the society are also producing milk in Bodinayakanur. A sample of 135 members of the society accounting to (15%) of the total, and 120 samples from non-members were selected. It was found that 15 interview schedules were incomplete and hence were rejected. Thus the total sample size was 240, consisting of 120 from members and 120 non-members. The sample from the society was selected using simple random technique, using lottery method to collect data from the members of the society. Convenient sampling technique was used to collect data from the non-members. A study is the collection of both the primary and the secondary data. An interview schedule was designed to collect primary data. After the construction of the model interview schedule, a pilot study was conducted to make corrections and deletions in the interview schedule. With this wellstructured interview schedule, the primary data were collected from the sample respondents. Physically secondary data were collected from the journals, articles, reports, publications, records from Taluk office and Municipal office in Bodinayakanur.

Tools of Analysis

Percentage analysis has been used to analyse the Socio-Economic conditions of the sample respondents. Garrett's Ranking Technique has been applied to identity the problem faced by the milk producers.

Limitations of the Study

The present study is subject to the following limitations:

1. The scope of the study is limited to members and non-members of Bodinayakanur milk producers' co-operative society.
2. Data were collected from dairymen who are not well educated and could not answer the questions properly.
3. The study is subject to the limitations of the statistical tools.

Period of the Study

The survey for collecting primary data was carried out from Dec 2025 to March 2026. The reference period is 2025- 2026.

Result and Discussions

Table 1: Socio Economic Conditions of the Sample Respondents

S.No	Gender	No. of. Respondents	
		Members	**Non-members**
1	Male	77 (64.2)	72 (60.0)
2	Female	43 (35.8)	48 (40.0)
	Total	120 (100)	120 (100)
S.No	**Age (years)**	**No. of. Respondents**	
1	below 25	19 (16.0)	8 (6.7)
2	25 to 35	23 (19.0)	80 (66.7)
3	Above 35	78 (65.0)	32 (26.7)
4	Total	120 (100)	120 (100)
S.No	**Religion**	**No. of. Respondents**	
1	Hindu	62 (51.7)	79 (65.8)
2	Christian	41 (34.2)	23 (19.2)
3	Muslim	17 (14.2)	18 (15.0)
4	Total	120 (100)	120 (100)
S.No	**Level of Education**	**No. of. Respondents**	
1	Illiterate	36 (30.0)	18 (15.0)
2	Less than 6^{th} standard	24 (20.0)	20 (16.7)
3	6^{th} to 10^{th}	20 (16.7)	42 (35.0)
4	Plus two level	22 (18.3)	16 (13.3)
5	Above plus two level	18 (15.0)	24 (20.0)
	Total	120 (100)	120 (100)
S.No	**Nature of Family**	**No. of. Respondents**	
1	Nuclear	57 (47.5)	100 (83.3)
2	Joint family	63 (52.5)	20 (16.7)
	Total	120 (100)	120 (100)
S.No	**Family size**	**No. of. Respondents**	
1	3	25 (20.8)	17 (14.1)
2	4	15 (12.5)	20 (16.7)
3	5	20 (16.7)	40 (33.3)
4	6	15 (12.5)	23 (19.2)
5	Above 6	45 (37.5)	20 (16.7)
	Total	120 (100)	120 (100)
S.No	**Nature of Ticket Holding**	**No. of. Respondents**	
1	Less than Rs.5000	25 (20.8)	20 (16.7)
2	Rs.5000 to Rs.10000	20 (16.7)	60 (50.0)
3	Rs.10000 to Rs.15000	42 (35.0)	20 (16.7)
4	Rs.15000 to Rs.20000	18 (15.0)	17 (14.1)
5	Above Rs.20000	15 (12.5)	3 (2.5)
	Total	120 (100)	120 (100)
S.No	**Number of Milch animals**	**No. of. Respondents**	
1	One	60 (50.0)	80 (66.7)
2	Two	40 (33.3)	23 (19.3)

3	Above two	20 (16.7)	17 (14.0)
	Total	120 (100)	120 (100)
S.No	**Type of Milch animals owned**	**No. of. Respondents**	
1	Only Desi	40 (23.33)	70 (58.3)
2	Cross-breed	60 (50.0)	30 (25.0)
3	Desi and cross-breed	20 (16.7)	20 (16.7)
	Total	120 (100)	120 (100)

Source: Primary Data

Table 1 reveals that the majority of respondents are male. Among the members, males constitute 64.2 per cent, while among the non-members, they account for 60.0 per cent. Female respondents constitute 35.8 per cent among members and 40.0 per cent among non-members. Hence, male respondents dominate in both groups. With regard to religion, the majority of respondents belong to the Hindu religion. Among members, 51.7 per cent are Hindus, while among non-members, it is higher at 65.8 per cent. Christians account for 34.2 per cent among members and 19.2 per cent among non-members, whereas Muslims constitute 14.2 per cent and 15.0 per cent respectively. The age-wise classification shows that the most significant age group among members is above 35 years, constituting 65.0 per cent, followed by 25 to 35 years (19.0 per cent) and below 25 years (16.0 per cent). In contrast, among non-members, the majority belong to the 25 to 35 years group (66.7 per cent), followed by above 35 years (26.7 per cent) and below 25 years (6.7 per cent). This indicates that members are comparatively older than non-members. The level of education indicates that among members, a considerable proportion are illiterate (30.0 per cent), followed by those with less than 6th standard education (20.0 per cent). Among non-members, the majority have education between 6th and 10th standard (35.0 per cent), followed by those with above plus two level (20.0 per cent).

This shows that non-members are relatively more educated than members. Regarding the nature of family, 52.5 per cent of members belong to joint families, whereas a large majority of non-members (83.3 per cent) belong to nuclear families. Thus, joint family systems are more common among members, while nuclear families are dominant among non-members.The family size distribution shows that among members, the highest proportion (37.5 per cent) have more than six members, followed by three-member families (20.8 per cent). Among non-members, the majority have five members (33.3 per cent), followed by six members (19.2 per cent). This indicates that members generally have larger family sizes than non-members. The income pattern reveals that among members, the majority fall under the Rs.10,000 to Rs.15,000 category (35.0 per cent), followed by Rs.5,000 to Rs.10,000 (16.7 per cent). Among non-members, the largest proportion falls under Rs.5,000 to Rs.10,000 (50.0 per cent). Only a small percentage of respondents earn above Rs.20,000, with 12.5 per cent among members and 2.5 per cent among non-members. The number of milch animals owned shows that among members, 50.0 per cent own one animal, followed by two animals (33.3 per cent). Among non-members, 66.7 per cent own only one animal. This indicates that non-members generally possess fewer milch animals compared to members. Finally, the type of milch animals owned shows that among members, cross-breed animals are dominant (50.0 per cent), followed by desi breeds (23.3 per cent). Among non-members, desi breeds are more common (58.3 per cent), followed by cross-breed animals (25.0 percent). This highlights that members prefer cross-breed animals, while non-members rely more on desi breeds.

Problem Encountered

To analyze the problem faced by the milk producers' in the rearing of milch animals the respondents were asked to rank the factors responsible for such problem. The order of merit assigned by the respondents was converted into scores by using the Garrette ranking technique. Garrette suggested this method for converting ranks into scores when number of items ranked differed from respondents to respondent. The per cent position of each rank was found out by using the formula, Per cent position = 100(Rij-0.5) /Nj

Where

Rij = Rank given to i^{th} factor by i^{th}individual.

Nj = Number of factors ranked by j^{th}individual.

By referring to the Table given by Garrette, the per cent position estimated was converted into scores. Then for each factor, the scores of various respondents were added and divided by number of respondents. The scores thus obtained for each factor were arranged in the decending order. The factor with the highest mean value was considered to be the most important. An analysis of the problems faced by the rearing of milch animal was carried out and the results are presented in Table 2.

Table 2: Problems faced by Milk Producing by Rearing of MilchAnimal

Sl.No	Problems	Garratt Mean Score	Rank
1.	No income during dry period	54.47	I
2.	High cost feed	53.25	II
3.	Lack of gracing garden	51.95	III
4.	Lack of health care organization	50.05	IV
5.	Shortage of Labour facility	49.43	V
6.	Low price	48.36	VI
7.	Lack of space	44.52	VII

Source: Primary data

It could be observed from Table 2 that 'No income during dry period' is the major problem faced by the members and non-members with a mean score of 54.47. 'High cost feed' is the second important problem with a mean score of 53.25. 'Lack of gracing garden' is the third problem with mean score of 51.95. 'Lack of health care organization' is the fourth problem with a mean score of 50.05. 'Shortage of labour facility' is the fifth problem with mean score of 49.43. 'Low price' is sixth problem with a mean score of 48.36 and 'lack of space' is the seventh problem it is least problem faced by the members and non-members in rearing of milch animal. It is found that 'No income during dry period' is the major problem faced by milk producers' by rearing milch animals.

Suggestion

Follow proper breeding management to reduce long dry periods, utilize by-products like cow dung for generating income through organic manure and biogas, engage in allied activities such as goat rearing or poultry, and produce as well as sell value-added products like ghee and curd.

Grow your own green fodder crops, use silage and hay to reduce feed costs, make use of government subsidies and fodder schemes, and prepare low-cost balanced feed using locally available ingredients.

Adopt a stall feeding system, cultivate high-yield fodder varieties such as CO-4 and CO-5, and make use of community or common grazing lands wherever available.

Use nearby veterinary hospitals or mobile clinics, follow a regular vaccination and deworming schedule, and make use of government livestock health programs.

Use milking machines and small mechanization tools, train family members to handle farm activities, and adopt simple automation techniques to improve efficiency. Sell milk directly to consumers, join milk cooperative societies, produce value-added products like paneer, butter, and ghee, and improve milk quality to obtain better pricing. Use scientific housing methods for efficient space utilization, build compact and well-ventilated sheds, and maintain cleanliness along with a proper layout.

Conclusion

The Theni Milk Producers' Co-operative Society plays an important role in milk production and supply to consumers in and around Theni. It provides various support services to its members, helping to reduce production costs and increase profits. Compared to non-members, members of the society are more benefited. Although the society performs better than many other milk societies in Theni District, its growth is affected by issues like political interference, mismanagement, and low milk procurement. At the same time, dairy farming faces several challenges such as high feed cost, lack of grazing land, poor healthcare facilities, labour shortage, low milk price, space constraints, and no income during the dry period. These problems reduce productivity and income. However, these issues can be minimized through proper management practices like scientific feeding, improved breeding, better housing, veterinary care, and modern technology. Additionally, value addition, direct marketing, and participation in cooperative societies can improve farmers' income. Overall, with effective planning and better management, dairy farming and cooperative societies can become more profitable, sustainable, and beneficial for farmers.

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