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Effect of dairy enterprise on women's and Indian economy and demand of mode of utilization of milk and milk product at household level

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Abstract

Dairying has become an important secondary source of income for millions of rural families and has assumed the most important role in providing employment and income generating opportunity. Indian Dairying is unique in more than one ways. Contributing about 5.3 percent to India's agricultural GDP, milk is a leading agricultural produce. The value output from milk at current prices during 2006-07 has been over Rs.144386 crores which is higher than the output from paddy (Rs.85032 crores) alone and is also higher than the value output from Wheat (Rs.66721 crores) and sugarcane (Rs.28488 crores), put together. The unique feature of the system is that about 120 million rural families are engaged in milk production activities as against big specialized dairy farmers in the west. During the post independence period, progress made in dairy sector has been spectacular. Milk production has increased more than four folds from a mere 17 million tonnes during 1950-51 to 104.8 million tonnes in 2007-08. However, the country's per capita availability is still lower than the world's daily average of about 285 gms though it has doubled from 124 gms in 1950-51 to 256 gms per day in 2007-08. This impressive growth effort speaks volume about the co-coordinated efforts of large number of milk producing farmers, scientists, planners, NGO's and industry in achieving self-sufficiency in milk production.

Keywords: Dairy enterprise, utilization, economy demand

Introduction

Dairy enterprise is considered a "treasure" of the Indian economy, particularly for rural systems. It provides nutrition, animal power, organic manure, supplementary income, employment, cash income, and a 'cushion' for the Indian economy. The sector involves millions of poor farmers, for whom animal ownership ensures critical livelihood, sustainable farming and economic stability. Dairying in the recent decades has been considered a vital component in the diversification of Indian agriculture, where crop farming is suffering with stagnating growth and low absorption of unskilled agricultural labourers. In order to alleviate the problem of unemployment/under-employment and to maintain domestic tranquility, diversification of crop production into non-crop enterprises like dairy farming is of vital importance.

Objectives

1. To study the socio-economic status of rural women and assess the participation and time utilization pattern of women in dairy enterprise.
2. To assess the mode of utilization of milk and milk products at household and market level.

Methodology

The study was conducted in Kanpur Nagar district. Two blocks Kalyanpur and Bidhnu were randomly selected. Ten villages were selected in this study area. 300 rural women were selected according to holding wise. Dependent and independent variables were used such as age, education, caste, time involvement, training, dairy farming etc. The statistical tools were used such as rank, mean, knowledge level etc.

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Results

Table 1: Distribution of rural women according to land holding

Land holding	Frequency	Percent
Landless	25	8.3
Marginal	137	45.7
Small	80	26.7
Large	58	19.3
Total	300	100.0

It was observed in the study area that land holding played a major role in the adoption of dairy farming as a primary occupation. Agriculture was the main occupation of large farmers whereas, small and landless rural women practiced dairy also as a source of additional income.

Table 2: Distribution of rural women according to time utilization in dairy farming

Sl. No.	Operations	No. of days/year	Hours/day	Total hours involved in a year
1.	Fodder carrying	300	1.2	438
2.	Chaffing/cutting fodder	240	1.2	430
3.	Preparing feed	365	1.0	365
4.	Animal grazing	365	1.4	511
5.	Offering feed and fodder to cattle	365	1.0	365
6.	Giving water to cattle	365	1.0	365
7.	Milching	365	1.0	365
8.	Milk sale	220	0.3	109
9.	Making milk products	60	1.0	365
10.	Cleaning milk utensils	365	1.0	365
11.	Washing animal sheds	365	0.3	109
12.	Washing animals	240	0.4	146
13.	Preparation of cow dung cake	230	1.0	365
14.	Mixing green fodder with roughage	360	0.3	109
15.	Feeding the animals	360	1.0	365
16.	Storage of feed and fodder	240	1.0	365
17.	Construction of animal shed	50	0.2	73
18.	Disposal of cow dung	230	0.3	109
19.	Maintaining farm & dairy records	22	0.3	109
20.	Taking animals for artificial insemination	-	-	-
21.	Taking animals for natural service	-	-	-
22.	Taking animals for pregnancy diagnosis	-	-	-
23.	Arranging materials during parturition	-	-	-
24.	Calling veterinarian during dystocia	-	-	-
25.	Care of sick animals	60	1.0	365
26.	Care of pregnant animals	120	1.0	365
27.	Taking animals for treatment	-	-	-
28.	Vaccination/Medication	-	-	-
29.	Processing of livestock products	120	1.0	365
30.	Sale and purchase of animals	-	-	-
31.	Purchase of feed and fodder	-	-	-
32.	Getting loan/credit from banks/ cooperatives	60	1.0	365
33.	Record maintenance	50	1.2	438

Time is a unique and valuable resource. Rural women spend a lot of time not only in managing their homes but also managing their farms and animals, but most of the time their contribution remains unrecognized. All rural women

irrespective of land status of their family provide 14-18 hours of productive physical labour in different chores, thus depicting the load of drudgery shouldered by them in day-to-day activities.

Table 3: Distribution of rural women according to their preferences to increase Indian economy

Sl. No.	Mode of utilization	Yes	No	Mean score	Rank
1.	Selling of milk	300 (100.0)	-	2.00	I
2.	Selling of ghee	290 (97.0)	10 (3.0)	1.97	II
3.	Selling of butter/butter milk	275 (91.7)	25 (8.3)	1.92	III
4.	Selling of paneer	240 (80.0)	60 (20.0)	1.80	VI
5.	Selling of compost	255 (85.0)	45 (15.0)	1.85	V
6.	Selling of cow dung cake	270 (90.0)	30 (10.0)	1.90	IV
7.	Rent ox for ploughing fields	240 (80.0)	60 (20.0)	1.80	VI
8.	Selling cow	240 (80.0)	60 (20.0)	1.80	VI
9.	Selling cow khoya	30 (10.0)	270 (90.0)	1.10	VII

The Indian dairy sector is the largest contributor to the agriculture Gross Domestic Product (GDP). In terms of output, milk is now the single largest agricultural commodity in India. Currently, around 46 percent of the milk is consumed

in the form of liquid milk, 47 percent as traditional dairy products and seven percent as Western dairy products. The value-added versions like ghee, butter, yogurt, paneer, cheese, along with varieties of flavoured milks, ice creams, processed

milk and shredded and liquid cheese is making the sector attractive for growth. Large dairy farmers who own good number of cows and Ox give their cattle on rent to marginal and small farmers who cannot afford a tractor to plough their

fields which give them an opportunity for additional income. Owing milching cows often gives the farm women a source of income at the time of urgent need which they can meet out by selling their cow at good prices.

Table 4: Distribution of rural women according to their preferences about the effect of Dairy enterprise on Indian economy

Sl. No.	Effects	Yes	No	Mean score	Rank
1.	Fulfillment of milk requirement	285 (95.0)	15 (5.0)	1.95	I
2.	Easy availability of manure	135 (45.0)	165 (55.0)	1.45	IV
3.	Net source of foreign exchange earning	90 (30.0)	210 (70.0)	1.30	V
4.	Livestock value addition to national GDP	135 (45.0)	165 (55.0)	1.45	IV
5.	Improves livelihood of people	210 (70.0)	90 (30.0)	1.70	II
6.	Sector immune from weather changes	75 (25.0)	225 (75.0)	1.25	VI
7.	Source of raw material for industries	195 (65.0)	105 (35.0)	1.65	III

(Figures in parentheses denote the percentage of respective values)

Dairying has become an important secondary source of income for millions of rural families and has assumed a most important role in providing employment and income generating opportunity. Indian Dairying is unique in more than one ways. Contributing about 5.3 percent to India's agricultural GDP, milk is a leading agricultural produce. The country is the world's largest milk producer, accounting for more than 13 percent of world's total milk production. It is

the world's largest consumer of dairy products, consuming almost 100% of its own milk production. Dairy products are a major source of cheap and nutritious food to millions of people in India and the only acceptable source of animal protein for large vegetarian segment of Indian population, particularly among the landless, small and marginal farmers and women.

Table 5: Distribution of rural women according to their mode of utilization of milk and milk products

Sl. No.	Mode of utilization	Always	Sometime	Never	Mean score	Rank
1.	Milk	300 (100.0)	-	-	3.00	I
2.	Curd	10 (3.3)	290 (96.7)	-	2.03	III
3.	Mattha/ Butter milk	300 (100.0)	-	-	3.00	I
4.	Butter	20 (6.7)	280 (93.3)	-	2.07	II
5.	Khoya	30 (10.0)	250 (83.3)	20 (6.7)	2.03	III
6.	Milk shakes	-	30 (10.0)	270 (90.0)	1.10	V
7.	Different types of sweets	20 (6.7)	250 (83.3)	30 (10.0)	1.97	IV
8.	Lassi	300 (100.0)	-	-	3.00	I
9.	Ice cream	-	-	300 (100.0)	1.00	VI
10.	Custard	-	-	300 (100.0)	1.00	VI
11.	Ghee	300 (100.0)	-	-	3.00	I
12.	Kheer/Sewai	10 (3.3)	290 (96.7)	-	2.03	III
13.	Flavoured milk	-	-	300 (100.0)	1.00	VI

(Figures in parentheses denote the percentage of respective values)

India was a net importer of dairy products, mainly milk powder. However, milk production has increased substantially and in 2006-07 it almost doubled from the 1991 levels to touch 100 million tons. During this period, the per capita availability of milk also increased by almost 38 percent. This phenomenal growth in milk production has been due to demand-side development and supply-side promotions – increased demand for value-added products by consumers and extensive dairy development programmes.

Conclusion

India's Dairy Sector holds great promise for national economic development, export growth, food security, poverty alleviation and economic engagement of women. The Dairy Sector, in recent years, has witnessed vigorous Government interest and private sector investment. In spite of rapid development the Dairy Sector remains largely fragmented, dominated by scattered smallholders. Amul has become a household name in India.

Recommendations

1. The government should decide on the prices of milk to be paid to milk producers as well on the prices of support services provided to members.

2. The government should establish distribution network for marketing of milk and milk products directly from producers.
3. There should be a special provision to impart frequent training to dairy farmers in the area with which they are concerned in their day-to-day life based upon judicious assessment and analysis of the training needs of the dairy farmers in the areas such as animal health care and disease control, care and management of animal, breeding and management of animal, feeding and management of animal and clean milk production etc.

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