

A Study on Problems and Prospects of Milk Producers in Thoothukud City

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Abstract: *Milk producers are an integral part of milk marketing and dairy development programme in India. The dairy industry in Thoothukudi city plays a vital role and livelihoods of milk producers and contributing to socio-economic development. This study employes a mixed-methods approach, incorporating qualitative and quantitative data, to investigate the challenge faced by milk producers to explore potential opportunities for growth and improvement. The research identifies key challenges, including fluctuating milk prices, limited access to modern dairy technologies, supply change constraints and rising operational costs. Marketing and distribution hurdles, such as competition from private dairy companies and evolving consumer preferences also impact co-operative societies. On positive note, study uncovers promising prospects for the milk producers and improving access to financial resources, technical knowledge and training programs can enhance milk productive and quality. Strengthening co-operative societies through better governance, efficient management practices and digital integration can lead to increased market penetration and improved bargaining powers. Additionally, value addition and diversification of dairy products offer potential for increased profitability. This research conclude with policy recommendation and strategic intervention to address the identified challenges and capitalize on prospects. By implementing these measures, policy makers and dairy stakeholders can faster a sustainable and thriving milk producers in Thoothukudi benefiting milk producers and contributing producers to the regions overall economic growth.*

Keywords: Milk producers, Co-operatives, Challenges, Dairy technologies, Value addition, Sustainability.

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