

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

S. Mahalakshmi<sup>1</sup>, P. Murugeswari<sup>2</sup>, M. Muthu Petchi<sup>3</sup>, A. Nandhithalakshmi<sup>4</sup>, S. Rajalakshmi<sup>5</sup>,  
B. Thillai Chitra<sup>6</sup>

III B.Com (CS), Commerce (Corporate Secretaryship)<sup>1-6</sup>

Sri Sarada College for Women, Ariyakulam, Tirunelveli, India

Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India

**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.

## I. INTRODUCTION

At Global level, milk has been identified as an integral part of the food for centuries. Milk is very essential for our life and it has good nutritive value and also rich in fat. Milk contains significant amounts of saturated fat, protein and calcium as well as vitamin C. Considering its properties, milk is an important food for pregnant women, growing children, adolescent, adults and patients alike. In many culture of the world, especially the western world, humans continue to consume milk beyond infancy, using the milk of other animals especially cattle, goat and sheep as a food products. Cow milk contains an average 3.4 per cent protein, 3.6 per cent fat and 4.6 per cent lactose, 0.7 per cent minerals and supplying 66 kcal of energy per 100 grams.

One of the world largest rural development programme is popularly known as “Operation Flood” which was launched by the Government of India in collaboration with the world food programme of the United Nations in July 1970. It aims at the setting up of the modern dairy industry to meet the India’s rapidly increasing need for milk and its product and making it capable of viable and self-sustaining growth. It helps the milk producers to direct their own development, placing control of the resources they create in their own hands. It was found that the people have highly engaged in milk production than others. Therefore, milk a producer has been become the supplementary source of earnings to poor, weaker section, small and medium farmers.

Despite, the major hindrance in milk production are lack of fodder, nutritious feed, lack of market access, technical guidelines, low yield and lack of infrastructure etc. A number of infrastructure related bottlenecks are still present in both back-end and front-end supply chain. Attention should be given on these aspects.

### 1.1 OBJECTIVES OF THE STUDY :

- To study the demographic profile of milk producers.
- To bring prosperity to milk producers in the region through assured market and to evaluate the income of milk producers.
- To examine the issues of milk producers and to ensure their marketing.

### II. REVIEW OF LITERATURE:

**Girma Debele 1 and Macro Verschuur (2014)**, Analysis of factors affecting milk value chain in smallholder dairy farmers was conducted in Ada's District to strengthen the position of smallholder dairy farmers in milk value chain. Different factors affecting milk value chain in smallholder dairy farmers were identified. Among these factors reduction in volume of milk produced, high cost of different inputs (animals feeds, improved breeds), high bargaining power of trader, weak relationship of dairy cooperatives with its members, long fasting period of Ethiopia Orthodox are identified as the major factors affecting milk value chain in smallholder dairy farmers.

**Nishi1, A.K.Sah2, and Ram Kumar3 (2011)**, This paper analysis to assess the dairy farmers' satisfaction with dairy cooperative societies (DCSs), a research study was conducted covering eight selected DCSs in regional Cooperative Dairy Federation (PCDF). The good quantity of milk produced and sold by member farmers to the societies indicates the commercial viability of dairy farming in the area. Organizational participation, market potential and economic motivation were found to have strong influence on the satisfaction level of farmers; however, the prevailing constraints negatively contributed towards farmer's satisfaction with the functioning of DCSs.

**Rodrigues1\*, T.Dentinhol, C.Silva2, E.Azevedo3(2009)**, The aim of this paper is to evaluate the possibility of implementation of alternative renewable energy micro-generation installation in dairy farm milk collection posts, from the technical, economical and environmental perspectives. This work was performed through a dairy farm milk collection post energy audit, to perform energy characterization and demand requirements.

### 2.1 ADVANTAGES

- **INSIGHT INTO CHALLENGES:** The study will provide valuable insights into the challenge faced by milk producers and co-operative societies in the region. Understanding these challenges is crucial for developing effective strategies and policies to support the milk producers
- **SUSTAINABLE DEVELOPMENT:** Understanding the challenges faced by the milk producers and co-operative societies can help in promoting sustainable practices. By addressing issues like waste management, environmental impact, and resource utilization, the dairy farmers can contribute to sustainable development.
- **RESOURCE ALLOCATION:** The study can assist in identifying resource gaps and areas where additional support is required. This can lead to more efficient resources allocation by the Government and other relevant organizations.
- **INVESTMENT ATTRACTION:** When the prospects of the milk producers are highlighted, it can attract potential investors and stakeholders. This can lead to increased investments in this sector, further stimulating its growth
- **BENCHMARKING AND BEST PRACTICES:** The study can benchmark the milk producers in Thoothukudi against other regions or countries and identify best practices. Adopting successful strategies from elsewhere can help in overcoming local challenges.

### 2.2 DISADVANTAGES

- **UNHEALTHY COMPETITION:** The unhealthy competition between two or more dairy co-operative societies. It is because of the party politics or egotism.
- **MILK PROCUREMENT:** In order to become economically sound, the primary milk co-operatives society must collect minimum 400 to 500 liter milk to meet every day expenses. The milk co-operative societies cannot procure this much milk so they are not becoming sound.

- **AREA RESTRICTIONS:** The Government has laid certain restrictions regarding the area collection. Milk producers cannot procure milk from other villages where as the private agencies can collect milk from any places.
- **NONAVAILABILITY OF MILK TESTING EQUIPMENT:** It is expected that the price should be fixed according to the percentage of fat. It is regretted to note that the milk producers are not using electronic milk tester to test the fat percentage. The result is that the producers do not get proper price for their products.

### III. DATA ANALYSIS

The variables were analyzed and tables as below:

**Table 1: Demographic Distribution of the Milk Producers**

S. No	Variable	No. of Respondents	Percentage	
1	Gender	Male	42	70
		Female	18	30
		Total	60	100
2	Age	20-30	9	15
		31-40	33	55
		Above 40	18	30
		Total	60	100
3	Marital Status	Married	42	70
		Unmarried	18	30
		Total	60	100
4	Education	Illiterate	33	55
		School Education	18	30
		Degree	9	15
		Total	60	100

The above table1 represents the milk Producers demographic profile that was made to participate in the focus group discussion. As depicted in the table, males constituted around 70 percent of the respondents. To the distribution of the age, it was evident that 55 percent of the respondents were in the age group between 31-40 years. Out of 60 respondents, 55 percent are illiterate, and 30 percent had school education.

**Table-2: Income of the Milk Producers**

Income level	No. of Respondents	Percentage
Up to 5,000	12	20
5,001 to 10,000	33	55
10,001 to 15,000	9	15
15,001 to 20,000	6	10
Total	60	100

The above table-2 represents the income of milk producers was identified that 55% of respondents earn rupees up to 10,000 per month. 20% of the respondents earn rupee 5,000 per month.

**Table-3: Rank the problems of milk producers**

S.NO	Factors	No. of Respondents	Rank
1	Sickness	20	3
2	Stopping of milk	54	2
3	Pregnancy not standing	102	1
4	Cow feeding Problems	16	4

From the above survey reveals that pregnancy not standing is getting first rank followed by stopping of milk of the cow is scoring second rank whereas sickness of the cow is getting third rank. Finally, Cow feeding problems of the cow is getting last rank in the study area.

#### IV. FINDINGS

In the research area, the bulk of the respondents (60 percent) are in the age bracket of 40 years. Males make up the bulk respondents (70 percent). The majority of respondents (55 percent) are illiterate. The income of rupee 10,000 of the milk producers (55 percent) is not sufficient to sustain on this modern world.

#### V. SUGGESTIONS

Despite certain advancement in milk marketing, the presence of various middle man, which take advantage of producers weaknesses, is another key hindrance to an efficient marketing system; producers bargaining leverage is further constrained due to the perishability and bulkiness of milk. To boost yield, reduce waste, minimize fat and protein losses during processing, control production costs, save energy and extend shelf life, better operational efficiency are required. Milk producers will be able to widely adopt the problems if the governments legal and regulatory framework restructured, thus unleashing the co-operative movement. The Indian government and the Tamil Nadu state government had already taken a number of positive efforts to improve the economic situation of milk producers. However, as compared to the industrialized countries (which include India), the co-operative societies has not achieved its pinnacle. The milk producers received extremely little money and have a poor quality of life. As a result, the government must take greater steps to develop dairy business. People's literacy levels in the thoothukudi are quite low, and they are unaware of the Government's programmes and subsidies. Because milk is perishable, it must be pasteurized, refrigerated and stored in a specific way. However, we are behind in processing unit, a large amount of milk has become to useless human. We can undertake more efforts in milk products if we have strong infrastructure. It will have an impact on the profit margins achieved by the producers. Cattle properly and systemically cared for. The government must raise awareness among dairy farmers in order to do. Furthermore, feeding supplies for cattle were critical in order to be the world's top milk producers.

#### VI. CONCLUSION

The government could take steps to create various milk end products like as Cheese, Ghee, Salt butter, Paneer, Packed Curd, and High-quality Butter Milk which might be used as substitute for other soft beverages in Nations like ours. The expansion of such as products that use milk as a primary ingredient will raise demand, ensuring a fair price for milk producers. If the price of milk is not raised, milk production will drop significantly in the future years. If a competent mechanism is not in place to handle this issue, the majority of government efforts for the welfare for rural people would fail. To fulfill the increased demand, milk production challenges must be addressed in a serious and long-term manner. The problems of the milk producers and co-operative society in Thoothukudi are serious and remedial measure should be taken to overcome these problems.

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