CONSRAINTS AND SUGGESTIONS
CHAPTER IX

CONSTRAINTS AND SUGGESTIONS

The constraints analysis in production and marketing of milk

The constraints faced by different categories of farmers for crossbred cows, local cows and buffaloes were reported from the study area was under:

Feed and fodder constraints:

i. All the livestock owners were of the view that the cost of feed was higher in summer and rainy season. So, that they did not have capacity to rear buffalo as cows. Cost of feed was the major constraints for rearing the crossbred cows during summer and rainy seasons.

ii. Non-availability of good quality feeds and fodder for animal which is considered to be a prerequisite for getting best results. Livestock owners were not much aware towards consumption of green fodder as compared to dry fodder.

iii. There was no common grazing facility.

Artificial insemination and Veterinary oriented constraints:

i. There was no facility of artificial insemination. Usually livestock owner used to go 4.8 km away in each direction of village for A.I. Crossbred owners told that the main problem of crossbred...
cow was non-availability of sufficient services. Many of them feel that artificial insemination service is not successful in their cows. Their cows could not conceive by artificial insemination in even after 2 to 3 services. Due to mentioned reason, they prefer to go for natural service to their animal.

ii. In some cases it was reported by different categories of farmer that bull was also a constraint in keeping of crossbred cows. The bull for the purpose of service is very rarely available.

iii. All livestock owner were of the view that the disease incidence in crossbred cows is much higher than local cows and buffaloes.

iv. The other main reason of disease were lack of vaccination at proper time, problem of availability of medicine and veterinarian at the time of disease occurrence.

v. Veterinary doctor visit villages rarely. They often prefer to those from which they are getting some thing in the form of monetary of kind.

vi. Livestock owner told that crossbred cows were less tolerant to heat due to this reason their milk yield is much reduced in summer as compared to local cows and buffaloes.

Marketing of milk oriented constraints:

i. All livestock owners which were not situated on roadside, told that the main problem was marketing of milk. They reported that
there was no chilling centre in the locality, thus marketing of milk was very risky game, due to its perishable nature. In rainy season, price of per litre milk was going down due to higher production.

ii. Where the Dairy cooperatives established collection centre are working, the few livestock owner reported that the milk of crossbred cow has less fat content than that of buffaloes and local cows. The payment was made on the basis of fat and not against total solids.

iii. The cost of crossbred cow heifers is much higher as compared to buffaloes and local cows heifers. So, the farmer cannot purchase easily the costly crossbred cow heifers for the breeding purpose, which is one of the constraints for maintaining crossbred cows.

Management oriented constraints:

i. All the different categories of milk producers faced the problem of labour shortage,

ii. It was report by the major group of milk producer that the premium rate of insurance was much high as against the risk covered.
1. Constraints in milk cooperative societies and its member:

1. Generally the district co-operative producers union are undertaking the responsibilities to supply equipment and chemical of required standard. Sometimes it was found that when society staff purchase. These articles from market, the material supplied by these private dealers were found substandard in quality. Due to this reason, the result of fat testing of milk was not correct. The equipment in few societies was found very old.

2. The technical inputs like balance feed, good quality, seed for fodder crop etc. were not appreciated by the members. It was reported that balance feed was not palatable and seed were more costly in comparison to the seed available in market. In the three selected societies only 3-4 per cent members availed balance feed facility and seed was not purchased by any member. The other input services like, artificial insemination facility, veterinary services were not available time and farmer reported that weakly routine visit was not made properly by the veterinary doctor only emergency cases were attempted.

3. Improper dealing with staff and viz-a-viz. This is also a problem at village level society. Some time it was reported that staff was not dealing properly with the members of the society especially uneducated persons.
4. Record is necessary for the payment and distribution of bonus. At the society the records of the society were not maintained properly and audit of the society was also not done regularly.

5. The chairman of societies of the milk co-operative societies were found to cheat the members of the society by way of showing lesser fat percentage in the supplied by the co-operative society members. the difference shown in the fat percentage become favourable to the chairman for mixing water to that time.

6. The milk cans and the testing equipment were observed to the dirty and not hygienically clean.

7. The building accommodation was found to be too tight and the facilities like urinals, water and electricity also were either missing or deplorable.

8. It was observed through the investigation that less number of staff was appointed at different levels. For instance, a secretary of the society does various jobs like collection of milk, testing of fat and solid not fat (SNF), estimation of money amount to be paid to members, suppliers of milk and its weekly payment, keeping the account preparation of balance—sheet, submission of reports, and supply of fodder seed and feed to the members of the society. It was further observed that the facilities for artificial insemination,
treatment and vaccination etc. were also being provided by the Secretary himself.

9. There were certain societies which have been organized in the interior rural side. These villages were not connected with the metalled roads.

10. The milk vendors and middlemen, who were the members of the co-operative societies, were reducing the interest of the other weaker section members by making at once payment to the producers. There was no provision of reservation of seats in the Board of Management to small farmers.

11. Meeting of the general body was not held regularly to consider the accounts and holding elections to the Committee of Management.

12. The milk producers lack co-operative education. Majority members of the societies expressed lack of training of dairy farming and co-operative principles and practices.

Suggestions:

As per analysis and discussions during the field study with the opinion of the households beneficiaries following suggestions for improvement of dairying in non- of, backward areas are offered:
In view of the constraints faced by the milk co-operative societies and their members, following suggestions can be given for the further improvement.

1. Some infrastructure development like road communication is needed for transportation of fodder, feed concentrates, veterinary services and medicines and transportation of milk to the consuming centers.

2. There is urgent necessity of genetic upgradation of animals on a massive scale to improve the milk production in the state.

3. There is necessity to expand the net work of the village level milk cooperatives to all the villages falling under the jurisdiction of the government authority.

4. There is needed to educate and assist the dairy farmers' households in respect of breeding, feeding, animal management technique and marketing of milk.

5. The village level dairy co-operative society should revise the milk procurement price at per with the prevailing market rate as it is linked with the cost variation and due importance should be given to enhance the ate of milk procured by the Dairy cooperative this aspect.

6. The State Government should encourage establishment of compound feed mill at private sources to exploit the non-conventional feed
resources and for supply of balance feed at the reasonable price to the dairy farmers/households.

7. The State Veterinary Development should create facility for Artificial Insemination and pregnancy test in the door step of the dairy farmers/households.

8. Efforts should be made for intensive epidemiological studies of livestock diseases and infections diseases may be undertake for control and eradication of such diseases.

9. Last but not least, the conductive environment and confidence in the minds of the dairy households be created to make a break through dairy farming in the buck ward area.

10. Official control should be slackened in order to popularizes the activity of milk co-operative societies and to promote a sense of responsibilities among the members of society through official control should be slackened. System should be such that milk producers are given the right to operate their business. They may participate with the officials in the supply of technical input and other activities. This would be achieved by educating the members in this respect.

11. Society should be optimum manpower, staff should knows its work fully. Since they are to carry out the work of the society, their proper
training is a pre-requisite. Behaviour of the staff with producers should be very polite and courteous so as to attract increasing quantity of milk. Only unwanted element with vested interests should have no chance to keep in.

12. For correct and smooth working of the society equipment must be of standard quantity. Same in the case with the chemical used in testing. It be ensured that the equipments and chemicals supplied to the society. Purchase by the society are of standard quality. Staff of the society should be trained to find out the defects if any in the equipments and chemicals.

13. Milk price should be remunerative and attractive and payment schedule should be agreeable to the producers. The recommended schedule is that the producers should get the price of milk just after twelve hours i.e. the morning milk price in the evening and evening milk price the next day morning.

14. Supervisor should be present at the village co-operative society during the collection of milk and ensure that testing of milk is correct and entry correctly recorded in the purchase register and members pass book. Supervisor has also to inspected all the records and registers pertaining to the milk business. Hence, supervisor must a through
knowledge of all the registers for different purposes and their maintenance.

15. Staff of dairy co-operative societies should be raised for the proper functioning of the societies. A trained/experienced stockman should be selected and deputed at the society level to provide technical inputs like fodder seeds, feeds and veterinary/medicine facilities. The provision should be made to construct a permanent and suitable building for dairy co-operative, testing of milk, keeping of equipments etc. could be properly done. Priority for construction of roads should be given to such villages that are not having pitch roads. So as to facilitate smooth transport of milk and its marketing with the increase in staff and other facilities, a higher degree of specialization will occurs. This calls for more co—ordination among members of the society and other staff at the district level. Proper arrangement of training and education of cooperative principles to the member is essential.

16. There are need to evolve a comprehensive live stock development policies for the state to active the milestone of livestock and dairying development in the state. The state Government agencies must work out a feasible arrangement to grow fodder crop by enhancing the area under green fodder. To improve the financial condition of the members, should provide the cheaper finance for purchase of good quality and high yielding breeds.
17. With the improvement of livestock through cross-breeding the susceptibility of various contagious diseases may increase, so to reduce the mortality of livestock particularly the young stock efforts should be made to control the animal diseases through health care and disease control measures.

**Policy measures:**

It is concluded that per capita consumption of milk showed a positive relationship with income level, occupational structure and the literacy levels while it was negative with the food habit i.e. being a vegetarian variations is the consumption levels of milk across different socio-economic groups implied that the designing of uniform policy and treating the entire population as one homogenous group can be misleading for the markets. Further, decline in the per capita consumption levels for milk after reaching at the level of upper middle-income group implied that these ceased to be superior goods with further increase in income. It means that markets for the disposal of these products reach maturity and tend to saturate in the high income localities at this stage. Private sectors seems to keep a constant watch on the markets that help in allocating the milk supplies the products. Potential markets and the potential areas there maintaining equilibrium over the various products categories over the various retail markets thereby stabilizing the flow of income at each level. Preference of consumer regarding the source of purchase implied that retailers of the milk were indirect touch with their
customers in the Niche markets and to understand their needs for the milk and milk products. However, consumer being sovereign, making individual microscopic decisions independently in a continuously changing environment do not always got to the single seller.

As a result, retailers tend to have only rough estimates of the two components of the demand viz., regular and floating. They seem to have adopted the marketing strategies that were highly dynamic and responded to their requirements thereby retaining satisfied customers for the repeated transactions.

Based on this study, the following policy implications and recommendation emerge that might make the co-operative and private dairy plants more efficient at sales and distribution level.

1. Co-operative and private dairy plants should give more importance to advertisement and sales promotion strategies.

2. Excess marketing staff in the distribution section of co-operative dairy plant may be relocated to other sections of dairy plant to decrease distribution cost.

3. Distribution cost of the both the dairy plants can be reduced by increase in quantity of dairy products distribution.

4. Focus should be given to consumer oriented market research and development for both the dairy plants.
5. Private dairy plant should lessen the sales commission paid to commission agents, wholesalers, retailers and other selling agents to reduce the distribution cost.

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