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Indian dairy industry: Problems and solution

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Abstract---In India, the dairy industry plays a very important role in the country's socio-economic, culture development and constitutes an important segment of the rural economy. Dairy industry provides subsistence to millions of houses in villages, ensuring supply of quality milk and milk products to people in both urban and rural areas. A farmer can earn a gross surplus of about Rs. 60,000 per year from a unit consisting of 2 milking buffaloes. Even more profits can be earned depending upon the breed of animal, managerial skills and demand of marketing. The role of agriculture in the segment of national & international trade is very much important to understand the economic development. About 70% of Indian export depends on agriculture products in includes by dairy products. The co-operative dairy is an agency which carries a production of milk and marketing milk product. This activity supports the producers who are having low income farmers. The mainly paper is divided into three parts are first parts deals with the Development of Dairy Industry in India, second part consist with problems of Indian dairy industry and last part covers solution is the concluding remarks.

Keywords---annual income dairy, dairy co-operatives, India, dairy industry.

Introduction

Dairying is an important source of livelihood income to small or marginal farmers and agricultural laborers. India is one of the largest dairy product producers in the world. Dairy also provides employment throughout the year. The main beneficiaries of dairy are small or marginal farmers and landless laborers. Eradicate of farmer poverty and income inequality is one of the principal objectives of agricultural development policy in our country. Subsidiary occupations are to be removing the problem of poverty and inequality. With a view to keeping pace with the India increasing demand for milk and milk products, the industry has been growing rapidly. Indian dairy industry ranks first with its 185.2 million cattle and 97.9 million buffaloes accounting for about 51 percent of Asia's and about 19 per cent of world's bovine population. Milk production is likely to reach about 190 million tonnes in 2015 from current level of about 123 million tonnes. The dairy industry in country is having 13% of world total milk production and

containing world's largest dairy livestock. India is the world's largest milk producer accounts for around 20 % of global milk production, with most of it consumed domestically.

Objectives of the Study

Following are the main objectives of the present study.

1. To study development of dairy industry in India.
2. To study the problems and solution of Indian dairy industry.

Research Methodology

This research paper is based on secondary data. The data was collecting from different reports of NDDB and Government offices. Collected data is processed with the help of computer by using some quantitative techniques such as percentage, growth rate etc.

Development of Dairy Industry

During the post-independence period, progress made in dairy sector has been remarkable. Milk production has increased more than four folds from a mere 17 million tons during 1950-51 to 108.9 million tons in 2008-09. This notable 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. On average, 22.5 percent of the income of rural families is contributed by milk.

The below table 1 reveals the progress of dairy co-operatives in India for the reforms period. The number of societies increased from 72.74 (1995-96) to 125.25 thousand in 2005-06 and average growth rate of dairy co-operatives societies was nearly five during the period. Membership increased from 9.31 million to 13.01 million during the same period, whereas the growth rate shows down and up trend. Liquid milk marketed production increased from 9.9 million liters to 16.8 million liters of which the annual average was 11 per cent in 1995-96 increased up to 21.4 per cent in 2005-06. Income out of milk production increased from Rs.65.0 to Rs127.3 million from 1995-96 to 2011-12 and Growth rate of milk production showed fluctuating trend during the same period. During this year 2004-05, number of dairy co- operatives was 121.18 thousand with 12.95 million members, out of total membership women members were 2.963 128 million.

Table 1
Progress of Dairy Co-operatives in India
(Value Rs. in Million)

Year/Items	Societies(In 000')	Membership (In Million)	Liquid Milk Marketed (Million Liters/day)	Annual Average	Milk Production	Per Capita availability (gms/day)
1995-96	72.74	9.31	9.9	11.0	65.0	178

1999-00	100.56 (3.62)	11.10 (5.71)	12.0 (1.69)	13.1 (1.55)	78.3 (3.85)	217
2000-01	104.20 (1.19)	11.47 (3.33)	13.4 (11.66)	16.5 (25.95)	80.6 (2.55)	220
2001-2002	105.44 (5.28)	11.64 (1.48)	13.4 (0.00)	17.6 (6.66)	84.4 (4.71)	225
2002-2003	111.01 (3.90)	11.81 (1.46)	13.7 (2.24)	18.0 (2.27)	86.2 (2.13)	230
2003-2004	115.34 (5.06)	12.64 (7.03)	14.9 (8.76)	17.5 (2.77)	88.1 (2.20)	231
2004-05	121.18 (5.20)	12.95 (2.45)	15.6 (4.70)	20.1 (14.85)	92.5 (3.29)	233
2005-06	125.25	13.01	16.8	21.4	97.1	241

*Indian Co-operative Movement A Profile- 2006, National Resource Centre, National Co-operative Union of India, 2006. P.40

Another remarkable feature of Indian dairying sector is that buffaloes contribute more than 53 per cent of the country's total milk production. Buffaloes are known for their efficiency as converter of rough feeds into rich milk and similarly about 45% of total cow milk produced is contributed by crossbred cows. The private sector can play an essential role in reducing the cost of milk production by employing advanced techniques to enhance productivity, providing breeding facilities for cattle and by developing processing and marketing infrastructure. Andhra Pradesh, Bihar, Haryana, Gujarat, Madhya Pradesh, Maharashtra, Rajasthan and Uttar Pradesh are the prominent milk producing states in the country.

Problems of Dairy Industry

1. **Climatic Changes:** In India climate plays main role in every field when there is good monsoon, automatically agriculture field is affected there is sudden economic growth due to weather changes dairy industry is also stimulated in India. Country have monsoon generally between June and September. It covers about 100 to 120 days in the year during which the country gets 73.7 percent of the total rainfall when there is little rainfall or a drought the number of cattle is driven off from drought distracted areas. In such situations the feed and fodder becomes short and the yield of the milk also goes down. Due to this one can say that agriculture and milk industry are connected to each other and climate plays significant role.

Table – seasonal differences in the milk collection

Sr. No.	Particulars	Year 2001-02 (lts)	Mean (ltrs)
1	Flush season milk collection	57,66,337	1,15326.74
2	Lean season collection	48,39,186	96,783.72
3	Percentage of variations	16	--

Source- Source-Dr. P. A. Koli. "Dairy Development in India" 2007. p102.

2. **Transportation problem:** In the development of any industry transportation plays very important role all after production when supplied in time at market can get good price is the pure logic in order to balance the demand and supply of product transportation plays the important. Regularly milk is collected from villages different area is brought to the dairy industry where milk is processed and then packed for selling in market.
3. **Costing of Milk Production:** Generally milk is collected from one place and then brought to the dairy industry. It is perceptible that the price given to the farmer or the owner of cow and buffalo for the milk supplied is very less. However the middle men takes major share of money in dairy industry from same milk lot of variety is prepared and just left behind milk that is toned milk is sold at heavy rates this trend of the owner of dairy unit increases the production cost the income of the dairy holder is increased but public has to face the problem of this heavy cost.
4. **Formation of Various Milk Society:** In villages there are more than one society those who collect the milk from farmers but due to this farmers are confuse to whom they should sell their milk . Various society prices per liter of milk are different.
5. **Formation of Milk Unions:** In district or villages where there are number of societies automatically there create number of milk unions. Due to personal oppositions many of them have to appearance difficulties in payment of monthly milk income.
6. **Marketing of the Product:** Milk or dairy units are now facing vast competition among themselves various milk brands, quality changes special effects the mentality of human beings also “tetra” packaging milk is affecting the milk units for the combative sell in market.
7. **Unemployment and Poor Living Style:** Indian farmers are hard worker and they put their long hours all the year in farming. They are poor and their cattle are also ill managing and ill care. The area of land with farmer is generally small and he keeps one or two milk cattle's. He is poor and his resources are limited, this limits his creditworthiness. Due to this poor living style, milk units are unnatural the quality of milk and quality of milk both are reduced also to be financially solid people migrate to city hence unemployment problem is seen on big in villages.
8. **Political Intervention:** Another major problem that Indian dairy industry is facing political interference in day to day life due to personal opponents there is always fights, quarrels among any two units, owners or employee .This political intervention more effects dairy industry.
9. **Poor Genetic Problem and Absence of New Technology:** The main problem which is arising for dairy farmers is low productivity, the reasons found are as follow there is lack of knowledge of technical know to how cattle are suffering from poor genetic potential, there is insufficient health coverage being villages, also there is shortage of water and fodder which affects the milk productivity among cattle's.

Solutions

Farmers should have more varieties of crossbreed cows and she buffaloes as per the existing climatic conditions of the region. It is also required to increase the area under green fodder, fallow land and barren land should be converting under

cultivation of green fodder. Milk, proposed by nature only for the offspring of the specific species producing it, has been taken by man at various times and places from camels, mares, sheep, goats, reindeer, cows the Indian water buffalo and probably other animals. As a result of long selection and improvement, the goat and the cow have been especially adopted for this service and give quantities of milk which would have surprised our descendants who first domesticated the animals.

Regular transportation is must so that collection of milk from various areas should reach in time without spoiling the quality of milk. Milk collection units should be nearby to the villages and towns. If the middle men take major share of money in dairy industry then fixed commission should be given to the middle men. This variation in price creates fights among them many a time they are misguided hence more than one milk society in any village should straightway stopped. There should be one milk union in one district rule should be permitted by government. Milk producers has to think now usually seen hence the one who propagandas his brand in market will stay for long time in any good or bad conditions in market. Milk union should concentrate on quality milk product rather than quantity. In the dairy farming employees getting low salary as compared to their equivalent in other field, it is therefore suggested that there should be competitive salary structure to curb job hopping.

The political intervention should be removed from dairy industry. It can be seen that there should be through use of new technology and veterinary services should be provided so that by artificial selection the breeds of domestic cattle if well fed so that the quality as well as quantity of milk is increased. All state Government and dairy union should be provided adequate facilities as require, such as artificial Insemination, Veterinary dispensaries, increase the number of mobile Veterinary hospitals, especially for remote villages.

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