

Perceived Constraints and Suggested Strategies for Milk Marketing System

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Abstract

Dairy farming is a dynamic and highly competitive industry. Efficient marketing of milk is as important as efficient production. An attempt was made to find out the constraints and suggested measures of organized and unorganized milk marketing system based on 40 dairy cooperative society (DCS) members and 40 non-DCS members of the study area. It is found that no stake in decision making (55%), and delayed and part payment (50%) were the major constraints of organized milk marketing system whereas no regular purchase (60%) and inadequate access to training program were emerged as two most important constraints faced by dairy farmers in unorganized milk marketing system. The dairy farmers were in the opinion of providing stake in the decision making of DCS while those of unorganized milk marketing system were in the opinion that arrangement must be made for regular purchase of milk. Hence to make milk marketing system more efficient, attention should be paid towards these problems.

Key words : Constraint, Strategy, Milk, Marketing system.

Dairy development in India has been acclaimed as one of the most successful development programs in the world. In India production of milk increased from 17 MT in 1950-51 to 20 MT in 1960-61 and further increased to 100 million tones in 2006-07. The growth is attributed to the success of operation flood program, cross breeding and artificial insemination program and also the increased availability of fodder due to green revolution, though the output of fodder in India is still much below the requirement. About 96% of rural population in India are either small and marginal farmers or have no land of their own, dairy enterprise may be a good source of income to these people. It has a great potential to change the recent trend of mass exodus from rural area to cities in search of employment. This envisages not only the dissemination of improved technologies of dairy farming in rural area, but the removal of constraints present in the way of both organized and unorganized milk marketing system.

Earlier studies have been carried out on problem of dairy farming by Sheela (1993), Shinde et al. (1996), Vyas and Patel (2000) and Singh et al. (2006). But there is dearth of study related to marketing of milk in organized and unorganized system in Bihar. Hence, the present research was made to explore the major constraints related with organized and unorganized milk

marketing system and also to study about the suggested measures by which their problem may be resolved.

Methods

The study was conducted in Morsand Gokhula Village of Samastipur district (Bihar) having 89 district co-operative society (DCS) members. The name of member farmers of Morsand Gokhula DCS with their size of holding was obtained from the head/incharge and village level worker (VLW) of the village and finally 40 DCS members were selected randomly. Similarly, a list of all the non-DCS member dairy farmers along with their holding size was prepared and matching sample of 40 non-DCS member farmers were randomly selected. Thus 80 respondents were selected for detailed investigation.

A well structured interview schedule for identification of constraints in organized and unorganized milk marketing system was administered. An effort was also made to find out the strategies suggested by the sample dairy farmers for the improvement of organized and unorganized milk marketing system in the study area. The data collected through interview method were tabulated and analyzed using simple statistical tools.

Table 1. Major constraints perceived by dairy farmers in organized and unorganized milk marketing system.

Constraints	Frequency (n = 20)	Percent	Ranks
Organized System			
1. More formalities	12	30.00	VII
2. No stake in decision making	22	55.00	I
3. Delayed and part payment	20	50.00	II
4. Testing of milk is unreliable	15	37.50	V
5. Weak infrastructure particularly transport and communication	18	45.00	IV
6. No proper training facilities	19	47.50	III
7. Biasness in bonus	13	32.50	VI
Unorganized System			
1. Unfair selling price	12	30.00	VI
2. No regular purchase	24	60.00	I
3. Delayed and part payment	14	35.00	IV
4. Inadequate access to training programs	22	55.00	II
5. Weak infrastructure particularly transport and communication	10	25.00	VII
6. Lack of proper awareness about milk price	13	32.50	V
7. Non availability of proper veterinary health services	19	47.50	III

Results and Discussion

Constraints of Organized and Unorganized Milk Marketing Systems

The perception of farmers about the constraints in organized and unorganized milk marketing system was analyzed on the basis of feed back obtained from members and non-members of dairy cooperative in the village. The sample dairy farmers operating under both the systems were asked to express the constraints they perceived in their milk marketing system. On the basis of frequency, each constraint was ranked i.e., the constraint having highest frequency get first rank and so on. The major constraints faced by the dairy farmers of organized and unorganized milk marketing system are shown in Table 1.

Organized Milk Marketing Systems. Analysis of the responses of sample farmers revealed that having no stake in decision making (55%) emerged as the most important constraint of organized milk marketing system. Another major constraint which perceived by them was delayed and part payment. No proper

Table 2. Strategies as suggested by the sample dairy farmers for solving the problems.

Strategies	Frequency (n=40)	Percent	Ranks
Organized System			
1. Stake must be given in decision making	32	80	I
2. Regular payment	26	65	II
3. Proper & timely training programme to create awareness about feed, fodder requirement of the animals	25	62.5	III
4. Improvement in infrastructure particularly transport and communication facilities	22	55	IV
5. Try to reduce the formalities (official procedure)	20	50	V
Unorganized System			
1. Arrangement for regular purchasing of milk	33	82.5	I
2. Provision of regular payment	30	79	III
3. Creating awareness about prevailing milk price through mass communication	28	70	IV
4. Improving infrastructure facilities particularly transport and communication	23	57.50	VI
5. Arrangement and effective participation of dairy farmers in training program	32	80	II
6. Enhancing access to veterinary health services	25	62.50	V

training facility was reported to be the third most important constraint by a large proportion (47.50%) of sample farmers followed by poor infrastructure particularly transport and communication and testing of milk is unreliable. These constraints were perceived by sample dairy farmers of 45 and 37.50%, respectively. The 32.50 and 30% sample dairy farmers were perceived that biasness in bonus and more formalities as the major constraints in the organized milk marketing.

Thus in organized milk marketing system, in order of decreasing importance the constraints were no stake in decision making, delayed and part payment, no proper training facilities, poor infrastructure, testing of milk is unreliable, biasness in bonus and more formalities.

Unorganized Milk Marketing System. No regu-

lar purchase was viewed as the most important constraint of unorganized milk marketing system since majority (60%). The other major constraint was inadequate access to training program (55%) followed by non-availability of proper veterinary health services (47.50%), delayed and part payment (35%) and lack of proper awareness about milk price (32.50%). Whereas unfair selling price (30%) and poor infrastructure (25%) were turned out to be the important constraints of unorganized milk marketing system.

Thus the sequence of various constraints of unorganized milk marketing system, in order of decreasing importance were no regular purchase, inadequate access to training programs, non-availability of proper veterinary health services, delayed and part payment, lack of proper awareness about milk price, unfair selling price and poor infrastructure particularly transport and communication.

Strategies

Table 2 reveals that the dairy farmers of organized milk marketing system were in the opinion that stake must be given to them in any decision making of dairy cooperative society (80%). So that they could be aware about the functioning of DCS and check irregularities. Another important suggestion was the regular payment of the milk price in order to become economically sound (65%). The next important suggestion was that the proper arrangement of training program be made to create awareness about feed, fodder requirements of the animal. Other important suggestions were improvement of infrastructure particularly transport and communication facilities (55%) and reduction in formalities (50%).

On the other hand in unorganized milk marketing system, out of six strategies suggested by sample dairy farmers, the most important one was regular

purchasing of milk (82.5%). The other strategies in order of their importance in descending order were : arrangement and effective participation of dairy farmers in training program (80%), regular payment of sold milk (75%) and creating awareness about prevailing milk price through mass communication (70%). Besides these, the other important suggestions perceived by sample dairy farmers were the enhancement of dairy farmers access to veterinary health services (62.50%) and improvement of infrastructure facilities particularly, transport and communication (57.50%).

Since dairy farming is second most important source of livelihood in India particularly in Bihar. It may prove to be helpful in improving the nutritional securities particularly of the rural community. It could play a major role in enhancing the socio-economic status of marginal and small farmers. It is only possible when attention should be paid towards the problems present in both organized and unorganized milk marketing system such as delayed and part payment, week infrastructure, no proper training facilities, lack of awareness about prevailing milk price in a systematic manner with a policy support.

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