

MILK PRODUCERS ATTITUDE ON DAIRY COOPERATIVES: A MICRO-LEVEL STUDY IN DHARMAPURI DISTRICT

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Abstract

In the contemporary business environment, the dairy cooperatives are the key in enabling the livelihood growth and development to increase the income generational process among the milk producers at grassroots level. The dairy cooperatives are functioning as the hub for milk collection of milk and selling of milk from the producers which also function as determinant factors of supply and demand of the milk. In this context, the present study is an attempt to understand the attitude of milk producers towards the dairy cooperatives in Dharmapuri District.

Keyword: *Dairy Cooperative, Production, Producers, Marketing and Development*

Introduction

India is a largest producer of milk across the world by taking up meticulous initiatives and efforts to connect the millions of rural milk producers at grassroots level. India has accounted of 15 percent of milk production in the world. In India, there are various problems are persisting among them the employment opportunity generation is the major constraint at grassroots level whereas the Government has taken steps to provide regular flow of income to the rural masses through dairy cooperatives which has made arrangements to get regular income through selling the milk to the dairy cooperatives at affordable cost which promotes the milk producers in enabling their livelihood at grassroots level.

Literature Review

Jasdeep (2022) study found that dairy farmers are preferred buffalo over cattle and preferred breeds of cattle and buffalo are Holstein Friesian 65.82% crossbred and Murrah 81.42%. Insurance protection of livestock is negligible 0.32%, due to lack of awareness. Grazing facility 13.39% has been shrunken due to seasonal crops. MilkFed is major milk cooperative; 57.64% farmers sell milk to MilkFed. Further, 56.22% of farmers use animal excreta for manure purposes and 19.84% use it for fuel purpose. Moreover, 69.45% of farmers have

specified that the major problem in dairy farming is less profits due to low milk-price, and production cost is higher. The author argued that inadequate facilities for dairy farmers such as high cost of feed, fodder, low economic gains, loan outsourcing, and inadequate veterinary services are the stumbling blocks in the way of dairy farming business in the state.

Kumar (2021) study indicated that most of milk producers are participated in various activities of the dairy cooperative society. The study found that good quantity of milk produced and sold by farmers to the societies which indicate that commercial viability of dairy farming in the area. It is noted that one third of the respondents were happy with the functioning of societies and also its is found that organisational participation, market potential and economic motivation were found to have strong influence on the satisfaction level of farmers.

Goudappa (2018) study revealed that animal insurance behaviour of women member (86%) The study findings highlighted that constraints were loan for purchase of dairy animals (85%) by women member, followed by non-remunerative price for milk and financial support by banks for purchase of milch animals (88%) by members.

Gautam (2015) study found that average scores obtained by respondents are indicative of not so favourable attitude. The author further argued that adoption of scientific dairy practices is not desirable as the attitude favourableness is associated with milk producers. It is noted that attitude was found significantly associated with education, caste, occupation, size of land holding, mass media exposure and social participation. The study indicated that uneducated, aged, landless farmers are the ones who need special directed efforts in future extension programme.

Objectives of the Study

The mainly focus of the study is to understand the attitude of milk producers of the dairy cooperatives in Dharmapuri District

- To study the socio-economic profile of the respondents
- To understand the attitude of milk producers of dairy cooperatives in the study area
- To examine the constraints faced by the respondents

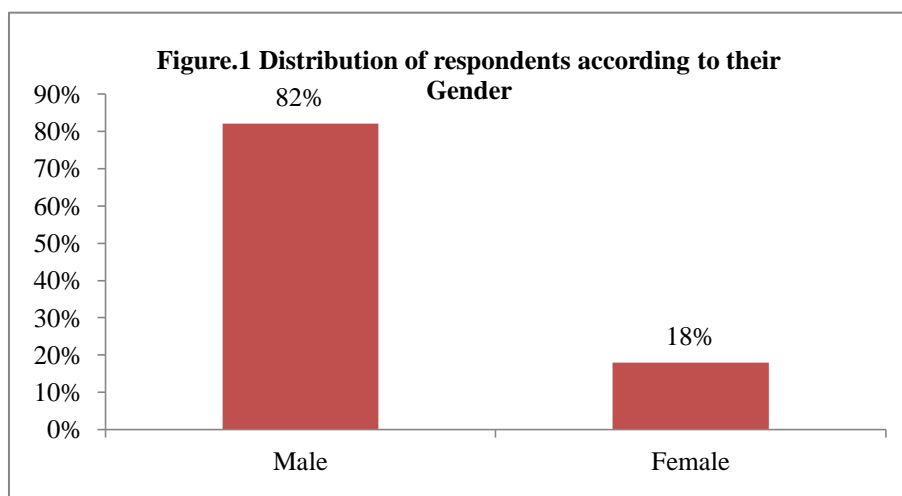
Research Methodology

The study is confined to Dharmapuri District, Tamil Nadu. In the study, the researchers have adopted the purposive random sampling techniques to select the 100 sample respondents in the study area.

Analysis and Discussion: Socio Economic Profile of the Respondents

Gender wise classification

Table.1 Distribution of respondents according to their gender			
S. No.	Gender	No. of Respondents	Percent
1	Male	82	82.0
2	Female	18	18.0
	Total	100	100.0



The available data [Table.1] reveals that a majority (82 per cent) of the respondents are accounted as male, followed by (18 per cent) female.

Age wise classification

Table.2 Distribution of respondents according to their age			
S. No.	Age	No. of Respondents	Percent
1	Below 25 years	17	17.0
2	Between 26 to 40 years	35	35.0
3	Between 41 to 55 years	38	38.0
4	Above 55 years	10	10.0
	Total	100	100.0

Table.2 finds that a considerable proportion (38 per cent) of the respondents is belonged to the age category of 41-55 years old, followed by (35 per cent) 26-40 years age categories. It is noted that 17 per cent of them are belonged to the age group of less than 25 years and 10 per cent are age group of above 55 years categories.

Educational Qualification of the dairy respondents

S. No.	Educational qualification	No. of Respondents	Percent
1	Illiterate	19	19.0
2	Primary	25	25.0
3	Secondary	27	27.0
4	High School	13	13.0
5	Higher Secondary School	12	12.0
6	UG and PG	04	04.0
	Total	100	100.0

The study findings highlighted in Table.3 reveals that a considerable proportion (27 per cent) of the respondents are studied the secondary schooling, followed by (25 per cent) primary schooling. It is interesting to note that 19 per cent of the respondents are not illiterate. It is also indicated that 13 per cent of the respondents are completed their higher schooling, followed by (12 per cent) higher secondary schooling. Therefore, only 4 per cent of the respondents are studied higher studies such as undergraduate and postgraduate.

Occupation wise classification

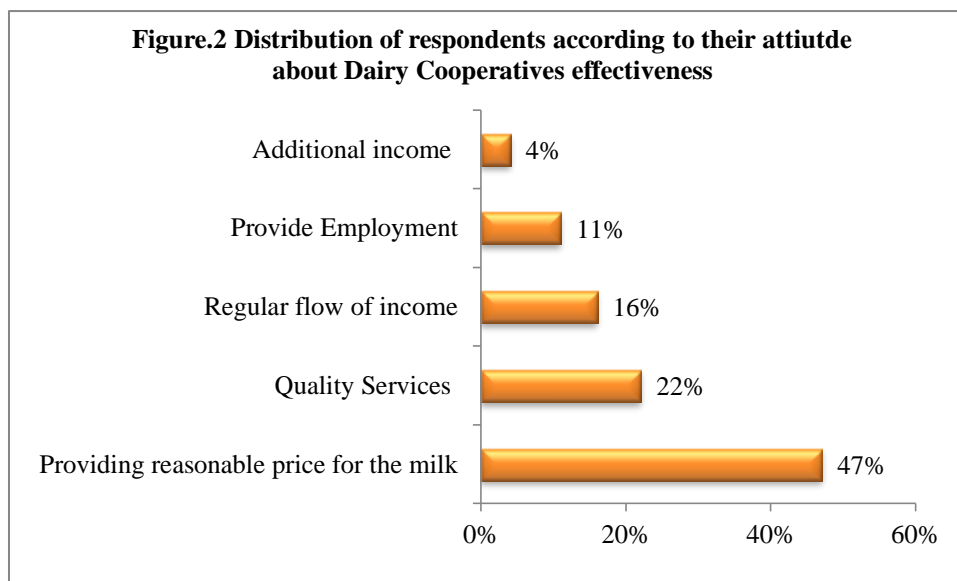
S. No.	Occupation	No. of Respondents	Percentage
1	Farmer	49	49.0
2	Daily wage labour	33	33.0
3	Business	18	18.0
	Total	100	100.0

Table 4 shows that nearly half (49 per cent) of the respondents are farmers, followed by (33 per cent) daily wage labours and (18 per cent) business people. It is inferred that the most of the respondents are farmers who rear the milch animals which are provided the milk to earn money by selling to the dairy cooperatives.

Milk Producers Attitude about the Dairy Cooperatives

S. No	Particulars	Number	Percent
1	Providing reasonable price for the milk	47	40.0
2	Quality Services	22	16.0
3	Regular flow of income	16	20.0
4	Provide Employment	11	12.0
5	Additional income	04	12.0
	Total	25	100.0

Note: $\chi^2 = 0.417$ significant at 0.012



The available data in Table.5 indicated that a significant proportion (47 per cent) of the respondents stated they are selling their large quantity of milk to the dairy cooperative society at affordable cost, followed by (22 per cent) quality service are provided by dairy cooperatives to the milk producers. It is noted that 16 per cent of the respondents indicated that there is a regular flow of income because they are sold their milk to the dairy cooperative society on regular basis which has made an opportunity to earn regular income. The study further found that 11 per cent of the respondents emphasized that they are got employment by collection of milk from other farmers which gives addition income (4 per cent). The chi-square test result [$\chi^2 = 0.417$ significant at 0.012] of milk producers attitudes has highly associated with dairy cooperatives functions.

Hence, the study is implied that most of the milk producers stated that they are getting good price for their milk and also it is noted that dairy cooperatives has provided quality services to its members for their livelihood development.

Constraints Faced by Respondents in Dairy Cooperatives

Table. 6 Distribution of respondents according to their constraints in Tapioca Industries [Multiple Responses]			
S. No	Particulars	Eigen Ranking	Percent
1	Delayed settlement of payment	I	90.0
2	Problem in fixing purchasing price of milk	II	87.0
3	Fluctuation in collection of milk	III	85.0
4	Transport cost	IV	72.0
5	High Competition	V	61.0

Table.6 provides the Eigen ranking system results that the majority [90 per cent] of the respondents expressed that delayed settlement of payment is the major problem in dairy cooperatives, followed by [87 per cent] fixing purchasing price of milk conflict and [85 per cent] lack fluctuation in collection of milk. It is understood

that transport cost is cutting down the income on large scale to 72 per cent of the respondents and [61 per cent] high competition in selling their milk among the members to dairy cooperatives in the study area.

Summaries of Major Findings of the Study

- The study findings reveal that a majority (82 per cent) of the respondents are to be accounted as male, followed by (18 per cent) female.
- The study found that considerable proportion (38 per cent) of the respondents is belonged to the age category of 41-55 years old, followed by (35 per cent) 26-40 years age categories. It is noted that 17 per cent of them are belonged to the age group of less than 25 years and 10 per cent are age group of above 55 years categories.
- The study findings highlighted reveals that considerable proportion (27 per cent) of the respondents are studied the secondary schooling, followed by (25 per cent) primary schooling. It is interesting to note that 19 per cent of the respondents are not illiterate. It is also indicated that 13 per cent of the respondents are completed their higher schooling, followed by (12 per cent) higher secondary schooling. Therefore, only 4 per cent of the respondents are studied higher studies such as undergraduate and postgraduate.
- The study is noticed that nearly half (49 per cent) of the respondents are farmers, followed by (33 per cent) daily wage labours and (18 per cent) business people. It is inferred that the most of the respondents are farmers who rear the milch animals which are provided the milk to earn money by selling to the dairy cooperatives.

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- The study indicated that a significant proportion (47 per cent) of the respondents stated they are selling their large quantity of milk to the dairy cooperative society at affordable cost, followed by (22 per cent) quality service are provided by dairy cooperatives to the milk producers.
- It is noted that 16 per cent of the respondents indicated that there is a regular flow of income because they are sold their milk to the dairy cooperative society on regular basis which has made an opportunity to earn regular income.
- The study further found that 11 per cent of the respondents emphasized that they are got employment by collection of milk from other farmers which gives addition income (4 per cent).
- The chi-square test result [$\chi^2 = 0.417$ significant at 0.012] of milk producers attitudes has highly associated with dairy cooperatives functions.
- Hence, the study is implied that most of the milk producers stated that they are getting good price for their milk and also it is noted that dairy cooperatives has provided quality services to its members for their livelihood development.

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- The study found that majority [90 per cent] of the respondents expressed that delayed settlement of payment is the major problem in dairy cooperatives; followed by [87 per cent] fixing purchasing price of milk conflict and [85 per cent] lack fluctuation in collection of milk.
- It is understood that transport cost is cutting down the income on large scale to 72 per cent of the respondents and [61 per cent] high competition in selling their milk among the members to dairy cooperatives in the study area.

Conclusion:

The Dairy Cooperatives is backbone for enabling the sustainable livelihood promotion at grassroots level. Besides, dairy cooperatives are enhanced the possibilities for the regular flow of income for milk producers to promote the family standard of life. The study concludes that milk producers are selling their milk at reasonable price to the dairy cooperatives which has made an opportunity to increase the employment at large scale whereas economic is scaled up at structural level so as dairy cooperatives are the baseline for the rural promotion and growth.

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