



Status Of Livelihood Through Milk Production And Marketing In Tripura

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Abstract:

The integrated milk production and supply chains have emerged as the fastest growing and widely visible phenomenon in the development of status of livelihood. Small scale milk market agents and chains supplying fresh milk and traditionally processing dairy products play a major role. The dairy sub sector occupies an important place in the Agriculture economy of India as milk is second largest Agricultural commodity in contributing to GNP, next only to rice. Dairy is one of the important source for economic as well as human resource development ,on the way of the Status of livelihood changes such as income and employment generation. A study was planned in one of the backward States of India ,Namely Tripura.In that context the study was undertaken with the objectives of.

To examine the status of Production of Milk in Tripura.

To examine the existing Status of Milk Marketing in Tripura.

To examine the role of women in Milk Production and Marketing in Tripura.

Keyword: Milk Production, Marketing ,Livelihood etc.

1.Introduction

Animal husbandry in India is an integral and interwoven part of traditional agriculture and plays an important role in the rural economy. It is closely interlinked with the socio-economic matrix of rural society. The development of livestock sector has been receiving significant priority in India in the last two to three decades. The milching cow and dairy farming act as an agency in providing nutritive food materials, bullocks also used for draught power in agriculture and for transportation of agricultural commodity in areas where the mechanical transports are not operational. Infact next to Agriculture, Dairying has been proved to be a major source income and employment for the rural masses. The dairy sector in particular is considered as an important subsidiary occupation to the vulnerable sections of rural population like small and marginal farmers and landless agricultural labourers. Dairying is a centuries –old tradition for millions of Indians rural households; domesticated animals have been an integral part of the farming systems from time immemorial. Milk contributes more to the national economy than any other farm commodity –more than 10.5 billion dollars in 1994-95 (Dairy India 1997). The Dairy development programme commonly known as “ Operation Flood”(“OF”) was launched in 1970 to develop a self-sustaining national dairy industry on co-operative basis. Dairy farming, one of the most important economic activities in the rural areas in India. Livestock and Dairy is an important subsidiary occupation of the farm households in the North East States and Other parts of the India. The growth of Dairy sector in India particularly during the last couple of decades has been very impressive. Integrated food supply chains serving urban areas are the fastest growing and most visible market phenomenon. Yet small scale milk market agents and chains supplying fresh milk and traditionally processed dairy products still play a very large role in most of the developing countries. They often provide the main outlet for small holder dairy producers, and the main source of fresh milk for resource poor consumers. The Presence of milk cooperatives all over the country helps to organize the industry and give this sector a distinct advantage. Cooperatives allow for much easier marketing of the end product as compared to the other business. The Milk marketing has been undergoing a paradigm shift in India and the emergence of integrated milk supply chains on of the fastest growing and most visible market phenomena. The emergence of modern milk marketing chains is posing stiff competition for the existence of traditional milk market agents. However, the basic structure of milk production and marketing is not likely to change significantly in the near future and therefore, the dominance of traditional milk

market chains will continue to persist in spite of the rapid growth of the organized and formal milk marketing chains. The structure and functioning of the traditional and informal milk market is not well understood in India. In-depth understanding of the traditional milk production and marketing and would be useful evolving policies and strategies for the development of an efficient milk value chain.

2.Review of Literature

In the context of globalization and technological changes a number of developing countries including India consider their livestock production system is vulnerable to trade liberalization, mainly because of dominance of smallholder system (Sharma 2003). According to all India Debt and investment survey of 1981 about 73 percent of rural households reared livestock which is the subsidiary source of employment and income to small and marginal farmers, agricultural labourer and other weaker sections of the society. Besides income and employment dairy farming provides nutritional security to the rural people. Saini 1981 reported, he said that age of the farmers has negative and significant effect on his income, indicating that Dairy farm income would register with increase in the age of the farmer. It may be due to the fact that younger generation is more responsive to scientific technology which consequently affects the gross income of the farmer. Patange, 2001 found that Dairy farmers with large size of land holding tended to increase the milk production as compared to Dairy farmers who had small land size. Traditional small scale markets still account for over 80% of marketed milk in many countries in South Asia, Sub-Saharan Africa and in Latin America (OMORE et al 2004). In India, too, some 80% of milk marketed still passes through these traditional milk marketing channels in spite of the high profile given to co-operative dairy development throughout the operation flood programmes (Steven et al., 2008). Smallholder dairy farming is increasingly gaining importance as a source of family income in all mountain areas for quite some time (Singh, 2000, 2001, 2002a, 2002b, 2002c; Singh et al., 2001). There may be variables in Dairy farms in terms of their management, species of dairy animals, products, inputs, etc. These variables and the overall performance of a dairy farm would largely depend on its location and linkages with market (Singh, 2000, 2001; Singh et al., 2001). It has been observed that the highest per capita milk consumption is at the dairy farms not linked with the market system (Singh, 2000). If milk is to flow from rural areas to the urban ones, its availability and consumption rate at the production place will decrease considerably. According to Prasad, 2001 revealed

that, out of the total milk producers, 61 percent possessed land and 39 percent possessed no land. The average wetland holding was 4.82 acres among milk producers who possessed wetland while the dry land average was 6.29 acres among the milk producers who possessed dry land. Singh, 1985 revealed that adoption of dairy innovations of the progressive village farmers was positively and significantly correlated with the total annual income of farmers. Dairying is carried out mostly by the disadvantaged and poorer section of population as this sector provides part-time/wholtime employment to 19.00 million people i.e., about 8.0 percent of total working force in 2001-2002. The contribution of Dairy sector GDP is increasing faster rate in comparison to agriculture proper, which is declining. It contributes on estimated 8.4 percent GDP and 35.85 percent agriculture at current prices in 1993-1994. The dairy sub sector occupies an important place in the agricultural economy of India as milk is the second largest agricultural commodity in contributing to GNP, next only to rice. In 2005, Indian milk production represented 14.6 percent of the world milk production, exceeding the combined production of the top five dairy countries in the EU-25 (Babcock, 2006). India being the largest milk producing country in the world and as compared with 1998-99 figures, its milk production having been increased by about 40 percent in 2007-08, the per capita availability of milk is even different across Indian states; as for example, in West Bengal it is 128g/day, which is much lower than all-India figure (NDDB, 2007-08). Despite impressive growth in milk production during the past three decades, productivity of dairy animals continues to remain very low and milk marketing system is primitive. Currently, more than 80 percent of the milk produced in the country is marketed by the unorganized sector (private organizations) and less than 20 percent is marketed by the organized sector (Government or Cooperatives societies). A few studies have explored the constraints of Cooperative and private Dairy plants in improving their efficiency in the Indian Perspectives (Chaudhary and Panwar, 2004; Rajendra and Mohanty, 2004; Nirmala and Muthuraman, 2009; Singh et al., Thorat and Kulkarni, 1994).

3.Objectives of the Study

To examine the status of Production of Milk in Tripura.

To examine the existing Status of Milk Marketing in Tripura.

To examine the role of women in Milk Production and Marketing in Tripura.

4.Methodology

Data is to be collected both in Primary and secondary sources. Primary sources at Agartala Gwalabasti and secondary sources are the web articles , journal ,internet, Govt of Tripura animal husbandry report etc. It has been decided to adopt convenience random sampling method and there about 30 sample size.

5.Result And Discussion

5.1.Production Of Milk In Tripura

Here discussing the fact is Milk production through Cross- Breed. Table-01 show that the existing Cross –Breed status .

It shows that existing status of Cross-Breed Milk Cows, Gross total is including 4 districts in Tripura is 18,949 number. Total Cattle 94, 8278 number, total Crossbreed female 61, 150, total , Total Non – Descriptive in Milk 14,5788. Total ND Female 515176, total Cattle 94,8278 number, number, total Non Descriptive (desi cows) cattle 847435 number.

Sl No.	District	CB in Milk	Total CB Female	Total CB Cattle	ND in Milk	Total ND Female	Total ND Cattle	Total Cattle	Buff.in Milk	Total Female Buffalow	Total Female Buffalow
1	2	3	4	5	6	7	8	9	10	11	12
1	West	11391	36901	42830	55445	203045	329814	373644	188	1016	1809
2	South	4365	14334	18038	46938	163559	276834	294872	574	2005	3688
3	North	1707	5739	7106	27095	93007	162574	1699680	1033	4954	7007
4	Dhalai	1486	4176	5569	16310	55565	105513	111082	369	1054	1656
	Gr.Total	18949	61150	73543	145788	515176	874735	874735	2164	9029	14160

Table 1: Important Figures of 18th live stock census-2007 in Tripura State.

(Provisional Report)

CB- CROSS –BRED, ND – NON- DESCRIPT (DESI COWS)

Integrated Sample Survey Report (2009-2010)

Table 1 shows that Cross- Breed number increase in year wise. In a 2003 CB number was 18041 and 2007 that number is 18949. Year wise percentage increase is 1.30%. Total Cattle in the year 2003 the number was 75916 and yearly growth rate is 6.23%. Major default in the year 2007 total Buffalow percentage is (-2.01)% and it was negative growth. 2003 the total Buffalow number is 14,45 and i.e going to be decrease in the year of 2007 14,160.

5.2. Season Wise Milk Production Status In The Year (2009-2010) In Tripura

Per capital availability of local Milk is approximately 76.08 gms.daily during the year (2009-2010).

Table-02 shows that West Tripura total Milk production in a year 2009-2010 45048.43 in ltrs and it is the highest number of milk production district in Tripura. South Tripura total Milk production in a year 29278.33 Ltrs. North Tripura and Dhalai District milk production respectively 10331.39 Ltrs. Whole Tripura Milk production 1,00,640.39 in ltrs.

Name of the District	Name of Season	Milk Production (in Metricton)
1	2	3
West Tripura	Summer	14592.95
	Monsoon	15020.61
	Winter	15434.87
	Total	45048.43
South Tripura	Winter	9489.56
	Monsoon	9767.71
	Winter	10021.06
	Total	29278.33
North Tripura	Winter	5182.68
	Monsoon	5333.26
	Summer	5466.30
	Total	15982.24
Dhalai District	Winter	3347.28
	Monsoon	3446.47
	Summer	3537.64
	Total	10331.39
STATE TRIPURA	GRAND TOTAL	1,00,640.39

Table 2: Season Wise Milk Production Status In The Year (2009-2010) In Tripura

Category	No of Cows(CB)	Production in daily basis ltrs(Average)
Major Dairy	Above 10	30
Mini Dairy	Above 6	18
Macro Dairy	Above 2	7

*Table 3: Milk Production On The Basis Of Different Size Group:(As Per Primary Data)
(Animal Husbandry Report 2009-2010)*

From the table 3 it is clearly observe that those who are having above 10 cows they called as major dairy owners and they can produce the milk in an average 30 ltrs in a day. Those who are having above 6 cows they can called as mini dairy owners and their production capacity is being 18 ltrs/ day. Finally those who are having above 2 cows they can called as a macro dairy owners and their production capacity in an average 7ltrs/day.

5.3.Milk Marketing And Womens Role In Tripura

A marketing system is an important means for raise the income levels of milk producers , which ultimately decides production of milk in the area. Efficiency of marketing depends, generally on number of channels of middlemen and functionaries through which a commodity is being marketed. The share of consumer rupee received by the producer, depends on the number of marketing channels exists, between the point of production to point of consumption, as each middlemen needs to pay for their services. Hence, it is necessary to study the marketing channels of each product to optimize the number of middlemen so that share of producer in consumer's rupee, can be maximized to induct more area under a crop.

Producer-Consumer-(20%)
Producer- Village Trader-Consumer-(25%)
Producer- Village Traders- Commission Agent-Consumer-(55%)

Table 4: Milk Marketing Channels Of Tripura

5.4. Number In Parenthesis Indicates Percentage Of Sample

Table 4 it is clearly stated that there will be a various types of channel to be formed and each category of channel to distribute the separate percentage of milk in Agartala. Incase of direct marketing channel i.e producer to consumer share 20% milk to be distributed. 25% milk is distributed through producer ,village trader and consumer and finally 55% of milk is to be distributed through producer ,village traders,commission agent and consumer. Another important aspects data reveals that women to participate both in milk production and marketing is very negligible percentage. Responsibilities of selling milk and fodders lies some time on the female of the family as the male normally remain absent from house during retail marketing hours. Sometimes womens are jointly working by the family guardian in connection with the milk production , such as water boiling, milchcow feed preparation etc, eventhough percentage are very less. Here the observing fact is middlemen share is maximum ,at the same time producer will not get the actual price though their own labour is higher.

5.5. Problems Of Milk Marketing And Production In Tripura

Incuse of Tripura milk production and marketing both the cases there are several problems to be occurred like

Non-availability of regulated market.

No fixed price policy is evolved.

Milk rate is very less.

Animal Husbandry farming land decreasing day by day due to population increases.

Labour shortages, skill labour is not available in the agricultural field as well as Animal Husbandry Sector according to the primary source.

In rural area of Tripura people are conscious to make their career to various field like service ,business etc but generally don't want to take Agriculture and Animal Husbandry as their profession of Livelihood.

One of the important constraints for Animal Husbandry farming is hilly areas. Less awareness programme provide to the famers regarding various advance technology of animal Husbandry.

Farmers are not enough educated in both the sector.

6.Conclusion

The problems of the milk marketing and livelihood in Tripura are serious and remedial measure should be taken to overcome these problems. Animal Husbandry and milk union Department also took various iniatives to increase the Cross Breed through cattle cultivation to increase the Milk production. For this and Animal Husbandry education ,research and examination will play a very vital role. Agriculture and Animal Husbandry research should be spread to the very remote areas of Tripura so that small farmers can understand the advantage of Agricultural Sector and Animal Husbandry sector related research ,education and extensions activities. This is also clear from the above result that the participation in women selling of milk are very low in the areas of Tripura. It is necessary to organize co-operative markets in these study areas ,which will improve producer share in consumer rupee. At present there is no regulated market in this study areas which are to be created to eliminate middlemen meanance in both the states. Women's participation in marketing process are limited. Women's self help groups are to be formed to improve the participation in women in milk marketing process, which will help them to be more financially and socially independent. Further, it is necessary to provide institutional credit , to eliminate credit and price interlocking system in this study areas among the producer ,village traders and wholesalers.

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