



Services provided and availed by the dairy farmers from selected milk processing agencies

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ABSTRACT

The study was undertaken to identify the services provided by the milk processing agencies and services availed by the dairy farmers. The data were collected from 150 dairy farmers of Jagron block, fifty each from Cooperative, Multinational and Private Milk processing agencies. The data were collected with the help of interview schedule method and analyzed by using statistical tools viz., frequencies and percentage. The findings revealed that dairy services such as AI facilities, veterinary medicines, veterinary doctors, milking machine, provision of fodder, seeds and dairy literature were provided by Cooperative and multinational milk processing agencies whereas private milk processing agencies provided a calendar containing 32 points of clean milk production. It is suggested that extension personnel of cooperative as well as multinational milk processing agencies should educate the farmers regarding the facilities provided by these agencies so that dairy farmers are able to select right agency to sell their milk. Milk production is a intensive enterprise as it needs huge initial investment. At present, dairy farmers are not getting the facility of advance payment from some of the milk processing agencies. Therefore, dairy loans should be introduced at subsidized rates for making initial investment and milk producers need to be advised on the production if more and cheaper milk by following better breeding, feeding and management practices.

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INTRODUCTION

The dairy farming has emerged as one of the key components of agricultural growth in developing countries in recent years. Animal husbandry and dairy development play a prominent role in rural economy in supplementing the income of rural households, particularly the landless and small and marginal framers. Over 70 per cent of the rural households in India depend on livestock farming for supplementary income. According to central Statistical Organization (CSO), the value of output from livestock and fisheries sector is about 37.7 per cent of the total agriculture and allied sectors. India is the largest producer of milk in the world but productivity per animal is very low, which is only 987 kg/lactation. Out of total production of 97.1 million tones per annum (www.nddb.org, 2005-2006) the major share (70%) is contributed by buffaloes and the remaining (30%) by the cows. Although the annual milk production of Punjab state has increased from 8554 (000 tones) in 2004-05 to 9282 (000 tones) in 2007-08 (www.nddb.org.

2005-2006) but there is a scope to increase this production further.

Even after several years of planning, the picture in the area of milk production is not very much encouraging. It is a fact that milk production is carried out in a traditional way. There is a considerable gap between present practices of dairy farming and available dairy husbandry technology due to the lack of proper knowledge regarding new dairy practices among the farmers. Unless the gap is narrowed down and level of knowledge of dairy farmers raised, the adoption of improved techniques may not be possible. To overcome this gap, a number of activities have been taken up by the government institutions, cooperatives, multinationals and private institutions.

Milk processing agencies such as Cooperative, Multinational and Private are operating in Punjab. All these agencies are playing a significant role in processing and marketing of milk. These agencies are dealing directly or indirectly with the milk producers. The price offered becomes an important factor

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