



Constraints faced by the dairy farmers in management of their dairy enterprises

B.L. PISURE, B.M. THOMBRE AND V.N. SIDAM

ABSTRACT : Dairy enterprise, next to agriculture, not only provides continuous income and improves dietary standards of family, but also supplements the income and reduces unemployment to a large number of the rural people. This study was conducted to study the various constraints faced by these dairy farmers while managing their enterprise. The study was conducted in Latur district of Maharashtra state. Two tahsils and four villages from each tahsil were selected randomly. Fifteen dairy farmers from eight villages were selected to comprise a sample of 120 respondents. The multistage random sampling was used to select district, tahsil, village and dairy farmers. The respondents were personally interviewed and the data collected were processed and statistically analyzed by using statistical techniques like frequency and percentage. During research it was found that, lack of storage facilities for milk, high cost of concentrates and distant location of Artificial Insemination Centers are three major constraints to the dairy farmers in management of their dairy enterprise.

KEY WORDS : Constraints, Dairy farmers, Management, Dairy enterprises

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INTRODUCTION

All round development of agriculture is possible with the effective exploitation of human as well as material resources. In our country, where human resources are found to be plenty, we can identify individuals in all segments of population who have the requisite entrepreneurial skills. Dairy farming is one of the important activities of the rural population of our country. The importance of the dairy, as a subsidiary industry to agriculture, has stressed by the National Commission on

Agriculture. Dairy enterprise, next to agriculture, not only provides continuous income and improves dietary standards of family, but also supplements the income and reduces unemployment to a large number of the rural people. India owns the largest livestock population in the world, accounting for nearly 57 per cent of the world buffalo population and 16 per cent of the cattle population.

India continues to be the largest producer of milk in world. Entrepreneurs are the agents who provide economic leadership that distributes the initial conditions of the economy and causes dynamic changes. It is only the innovative entrepreneur, who has the power to dream, to transform new situations into thoughts and resolve them into action. Thus, entrepreneurs can play an important role in increasing agricultural production and in turn contribute for economic development of the country. This study was conducted to study the various constraints faced by these dairy farmers while managing their enterprise.

MEMBERS OF RESEARCH FORUM

Address for correspondence :

B.L. Pisure, Department of Extension Education, College of Agriculture, Vasant Rao Naik Marathwada Krishi Vidyapeeth, PARBHANI (M.S.) INDIA
Email : blpisure11@gmail.com, braj_agri@rediffmail.com

Associated Authors' :

B.M. Thombre, College of Agriculture (VNMKV) LATUR (M.S.) INDIA

V.N. Sidam, Department of Extension Education, College of Agriculture, Vasant Rao Naik Marathwada Krishi Vidyapeeth, PARBHANI (M.S.) INDIA

MATERIAL AND METHODS

The study was conducted in Latur district of Marathwada region of Maharashtra state. Two tahsils from this district was selected for the present study and four villages from each tahsil were selected randomly. Fifteen dairy farmers from eight villages were selected to comprise a sample of 120 respondents. In view with above objective the multistage random sampling was used to select district, tahsil, village and dairy farmers. The respondents were personally interviewed and the data collected were processed and statistically analyzed by using statistical techniques like frequency and percentage. Constraints are identified with ten statements. The responses were recorded on two continuum namely, yes and no. The frequency and percentage of each constraint was worked out to measure the constraint perceived by the respondents.

RESULTS AND DISCUSSION

The data collected by adopting the procedure presented earlier in methodology, were subjected to statistical analysis in accordance with the objectives of the study. The results so obtained from analysis of data have been presented below.

Careful examination of the results presented in Table 1 revealed that all the dairy farmers (100.00 %) were having three major constraints in dairy enterprise *viz.*, lack of storage facilities for milk, high cost of concentrates and distant location of Artificial Insemination Centers (Sidhu and Singh, 2002). Then 96.67 per cent of the dairy farmers had expressed the constraint of high investment for establishing an enterprise, followed by 94.17 per cent of dairy farmers were having the constraint *i.e.* lack of knowledge to prepare a project proposal. The constraints like low price for milk and milk products, lack of veterinary

facilities in village, inadequate bank finance to purchase milch animals and lack of technical knowledge to manage the dairy enterprise were faced by 86.67 per cent, 58.34 per cent, 51.67 per cent and 40.00 per cent of the respondent dairy farmers, respectively (Manoharan *et al.*, 2003).

The probable reasons for low price of milk is due to the fact that the high competition from major dairy units and also consumer's preference to quality of milk, so that there is low price for milk. Lack of storage facilities were observed in the area. This might be due to lack of either government support or the support from co-operative sector. Artificial Insemination Centres established in big village, hence, dairy farmers faced difficulty to inseminate their animal at proper time. This might be due to limited number of Artificial Insemination Centres opened by government. Veterinary hospitals are established in big village. Hence, it is quite inconvenient for dairy farmers of nearby village to give timely treatment to their animals (Singh *et al.*, 2004).

The reason for low knowledge to dairy farmers may be due to the fact that appropriate information on dairy aspect might not received through different media. Lack of availability of veterinary literature in simple and local languages in the village, dairy farmers could not get technical information. The loan amount lent by the bank was less than actual price of milch animal, so they had to invest some amount of money of their own to purchase the milch animals and also required many documents to borrow the loan. This is may be the possible reason for lack of loan facilities provided by the bank to purchase dairy animals.

The above result are in congruence with the findings of Aravindkumar and Vasanthakumar (2003); Narendrareddy *et al.* (2003) and Chaudhary and Intodia (2000).

Constraints	Frequency (F)	Percentage (%)	Rank
High investment for establishing an enterprise	116	96.67	II
Lack of technical knowledge to manage the dairy enterprise	48	40.00	VII
Lack of storage facilities for milk	120	100.00	I
Lack of veterinary facilities in village	70	58.34	V
Low price for milk and milk products	104	86.67	IV
High cost of concentrates	120	100.00	I
Inadequate bank finance to purchase milch animals	62	51.67	VI
Lack of knowledge to prepare a project proposal	113	94.17	III
Distant location of A.I. centers	120	100.00	I

Conclusion :

During research it was found that, lack of storage facilities for milk, high cost of concentrates and distant location of Artificial Insemination Centers are three major constraints to the dairy farmers in management of their dairy enterprise.

It is suggested that public and private agencies should organize intensive training programmes in proximity of dairy farmers to create awareness motivation about entrepreneurial opportunities, taking rational decisions, increasing innovativeness, participating in Government schemes, financial management and activities related to implementation and sustenance of enterprise, which will enable efficient utilization of their potentials and available resources.

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