

# Economic Analysis of Manufacture and Promotion Milk in Mysore

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**Abstract:** The present study has investigated the production and marketing of milk in Mysore district representing the south zone of Karnataka. There is a regional production in milk production within the state the current study has made an effort to find out factors influencing milk production in Karnataka. The primary data was collected from 100 dairy house hold during 2019-20, with the help of well structured interview schedule by employing the personal interview approach. Along with the standard procedure for estimation of marketed surplus of milk, the basic statistical tools such as mean, percentage .and ratios were employed for the data analysis. The total milk production in Karnataka during 2019-20 was found to be 159.64 lakh litres per day. However the milk maximum contribution was made by the cross breed cows with the production of 108.78 lakh litres per day, this was followed by buffalo and local cows to the tune of 3.67 and 47.19 lakh litres per day respectively.

**Key words:** Economic Analysis milk production marketing channel Mysore district.

## INTRODUCTION

The dairy industry is the global production and processing of milk and milk products. It includes dairy farms that produce milk and dairy factories that process the milk into a variety of products. These products include yogurt, ice cream, butter, cheese, and desserts. The dairy industry uses different processes to make these products, such as pasteurization, coagulation, filtration, and chilling. The dairy industry is a major employer and a big business in many parts of the world, including India, the United States, the European Union, Russia, Pakistan, Brazil, China, Ukraine, New Zealand, and Australia. The industry produces milk from a variety of sources, including cows, buffalo, goats, sheep, camels, and reindeer. The global demand for dairy continues to increase due to population growth, rising incomes, urbanization, and the Westernization of diets in countries such as China

and India. In India, dairy is the single largest agricultural commodity, contributing 5% of the national economy. The major breeds of dairy cattle have been established over years of careful selection and controlled mating to encourage the development of desired traits. Holstein-Friesian cows, for example, produce a greater volume of milk overall, while breeds such as Ayrshire, Guernsey, Brown Swiss, and Jersey produce richer milk, with a higher percentage of butterfat, protein, and milk solids. Farmers also use selective breeding to improve the individual animals in their herd. Herd management involves providing the animals with proper food, maintaining clean surroundings, and monitoring health so as to maximize milk production and minimize disease. Sick or injured animals must be isolated from the herd. Most milking is done with machines operated by specially trained milkers. Typically, the cows are milked twice a day in milking barns. After a cow's teats are cleaned, they are attached to milking cups and a pulsating vacuum draws the milk out.

To prevent the milk from spoiling, it must be refrigerated within two hours. It must be kept cold during transit, processing, and storage and moved rapidly from the farm to the consumer. Typically, the milk is collected in stainless steel bulk tanks and transported to the processing plant by refrigerated tank trucks. In some parts of Europe, pipelines may carry the milk from farm to plant, while in parts of western India, the women who milk the cows carry it to the plant in large jars

## MATERIALS AND METHOD

The present study is based on primary data collected from dairies stake holder of Karnataka state during 2019-20. Karnataka 10 agro climatic zones, out of which 2 zone namely southern zone were purposively

selected for the present study. One district is selected from this zone i.e., Mysore district was selected.

The milk production process includes: raw milk collection, filtration, preheat, homogenization, sterilization, cooling, and filling.

The milk production equipment includes refrigerated milk storage tank, joint filter, plate heat exchanger, homogenizer, plate pasteurizer, cooling tank, CIP cleaning system.

- Milk production technology types. ...
- Milk collection and storage. ...
- Milk filtration. ...
- Milk preheating. ...
- Milk homogenization. ...
- Milk pasteurization.

### RESULT AND DISCUSSION

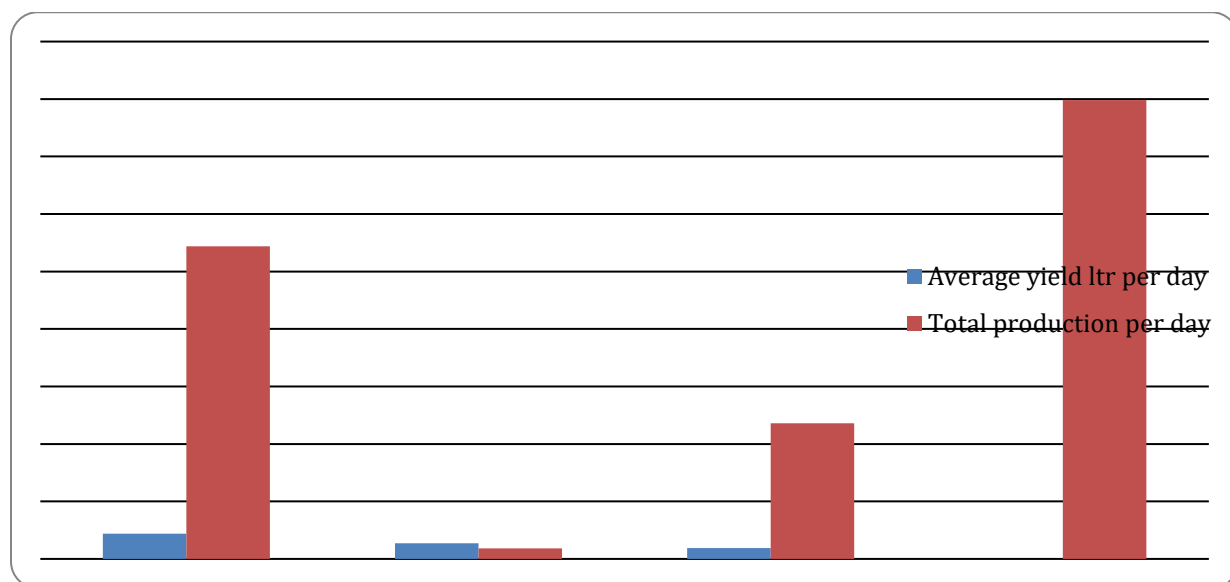
#### PRODUCTION AND MARKETED SURPLUS OF MILK:

The overall average daily milk production per households per day was found to be 17.68 litre, which varied from 9.61 litre in the case of small farmers to

26.73 litre in the case of large farmers while it was 13.15 litre, 17.86 litre, 21.06 litre in the case of marginal, small and medium category farmers, respectively. It was found that the milk production had a direct relationship with land holding size of sample households. The percentage of marketed surplus of milk was observed to be highest in the case of marginal (81.82 %), followed by small (78.77 %), landless farmers (78.04 %), medium (76.92 %) and large (74.41 %) category farmers. The percentage of marketed surplus of milk increased with decrease in land holdings size, possibly could be the adjustment of their family budget of landless, small and marginal farmers by selling more milk for immediate need of money and lack of alternate regular source of income for daily household's expenditure. The direct sale of milk to consumers, milk vendors, hotel and tea were preferred by milk producers of landless, marginal and small category of farmers. The probable reason for preferences may be that milk vendors, consumers and hotels often advanced cash payments to needy milk producers at the time of emergency while dairy co-operative societies make payment on specified time only.

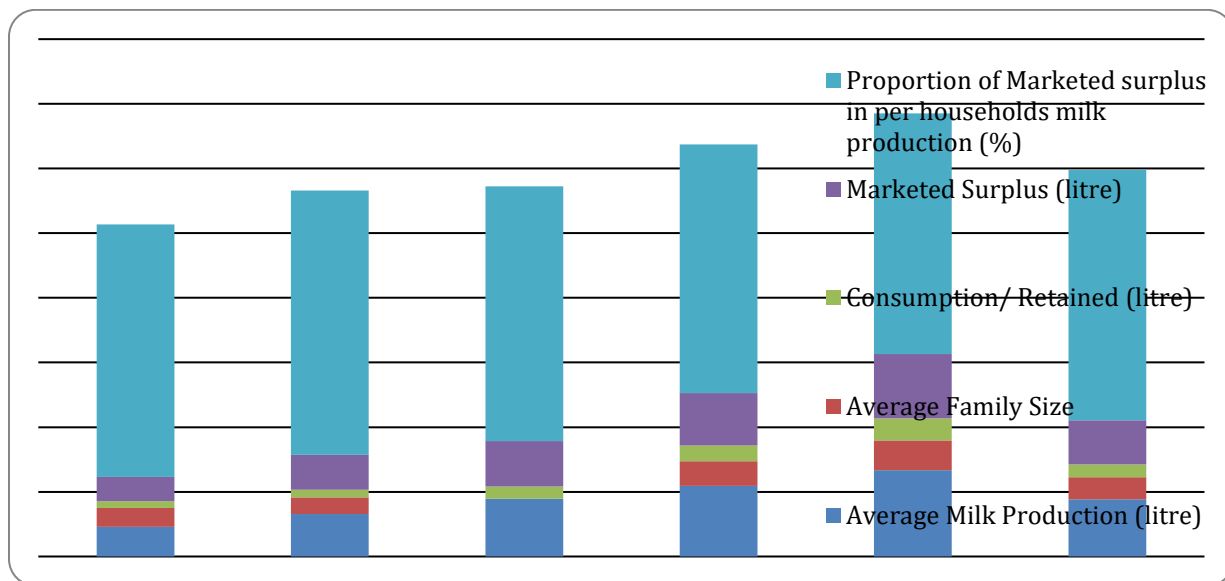
The milk production by various categories of animal

Animal type	No of milking animal	Average yield ltr per day	Total production per day	Average
Crossbreed	12,40,415	8.77	108.78	68.14%
Buffalo	67,137	5.46	3.67	2.30%
Local Cow	12,48,440	3.78	47.19	29.56
Total	25,55,992		159.64	100%



Average Daily Milk Production and Marketed Surplus of Milk

Particulars	Average Milk Production (litre)	Average Family Size	Consumption/ Retained (litre)	Marketed Surplus (litre)	Proportion of Marketed surplus in per households milk production (%)
Landless	9.16	5.84	2.11	7.50	78.04
Marginal	13.15	5.11	2.39	10.76	81.82
Small	17.86	6.27	3.79	14.07	78.77
Medium	21.86	7.61	4.86	16.2	76.92
Large	26.73	9.17	6.84	19.89	74.41
Overall	17.68	6.80	3.99	13.68	77.38



CONCLUSION

It may be concluded from the above results that the average marketed surplus of milk as proportionate of total quantity of milk production was found to be in the range of 81.82 percentages in marginal farmers to 74.41 percentages in large farmers. Of the total quantity of marketed surplus of milk, 57.73 percentages was sold to un-organized sector and remaining quantity was sold to organized sector. The reasons for the preference to sell maximum quantity of milk to unorganized sector are that they pick up milk from doorstep of farmers and advancing the loan to needy farmers as and when required. Therefore, large scope existed for dairy co-operative societies to extract milk from un-organized sector. In order to improve the efficiency of cooperative and to compete with private sector an effort should be made by cooperative for immediate cash payment, increasing number of cooperative societies in rural areas and providing incentives for milk producers. Analysis on factors

affecting the marketed of milk revealed that the price of milk and total quantity of milk was found to be positively correlated with marketed surplus of milk while family size had a negative impact on marketed surplus of milk. In order to increase marketed surplus and safeguard the long term sustainability of smallholder dairy farmers; productivity of the milk animals has to be increased along with the strengthening dairy extension services in the study area.

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