

## RESEARCH ARTICLE



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## Milk Production and Average Sale of Major Milk Products in Mysore District

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### Abstract

Milk and Milk products are very significant role in human life. This study mainly focuses on milk production and average sale of major milk products in Mysore district. Methods have been adopted in this study primary and secondary data. with the help of toposheet, and GIS environment extracted the Mysore district location map. with the MYMUL data analysis the status of Mysore district Milk Production in 2010-11 to 2019-2020 and Annual growth rate of Curd, Ghee, and Peda in 2011-12 to 2019-20. the result depicts that the milk production is thrived in Mysore District. curd, ghee, and Peda sales show positive growth in most of the years. After the bifurcation of MYMUL into two unions, 2015-16 and 2016-17 show negative growth. After that, all the three products show positive growth in sales. It indicates the development dairy industry in the Mysore district.

**Keywords:** MYMUL; Milk production; Milk products; Curd; Ghee; Peda

### Introduction

Milk production in the country was stagnant during the 1950s and 1960s and annual production growth was negative for many years. The annual compound growth rate in milk production during the first decade after independence was 1.64% during the 1960s; this growth rate declined to 1.15% in 1950-51, and per capita consumption of milk in the country was only 124 grams per day. In India the production of milk state-wise is uneven. Uttar Pradesh is the largest producer of milk in India followed by Rajasthan, Madhya Pradesh, Andhra Pradesh, Gujarat, and Punjab. Tamilnadu is the largest producer of exotic or crossbreed cow's milk in India followed by Maharashtra. The state of Uttar Pradesh is the largest producer of indige-

nous or non-descript cow milk followed by Rajasthan. The Largest buffalo milk is produced by Uttar Pradesh and the highest goat milk is produced by Uttar Pradesh followed by Rajasthan. Indian Council of Medical Research (ICMR) recommended consumption of milk of 285 grams per day is best for human health. Per capita availability of milk per day is maximum in Punjab (961grams) followed by Haryana (767grams), Rajasthan (555grams), and Tamilnadu (541grams). Clean milk production is one of the significant aspects of the ornamental quality of milk. It is important to know farmers' consciousness about it (Radder S.K., and Bhanj S.K., 2011). The higher costs seem to be outstanding to compact milk production, higher feed costs, higher average labour costs, suggestively higher herd

extra costs, and important evolution costs. The higher costs related to organic milk production are impaired to some extent by lower milk yields, and at a similar time, are alleviated by the replacement of lower-cost meadows for higher-priced cellulose and concentrate feeds (Butler L.J., 2002)

Presently the KMF's main market is for its milk sold under the Nandini brand, it has also expanded the market for Nandini milk in Mumbai, Chennai, and Hyderabad, compared with Amul on pricing. The KMF has also gotten an order to supply 1Crore liters of milk annually to the armed forces. Karnataka is the leading state in the manufacturing of milk products. At present, the Karnataka milk federation and unions are manufacturing and producing more than 25 different varieties of dairy products, and the list has been increased year by year, but milk and milk products are sold under the Nandini milk brand name, which has become a household name in Karnataka, Toned Milk, Homogenized toned milk, Sterilized milk and Full cream milk under Nandini's brand have been sold and some major products like Nandini Ghee, Butter, Buttermilk, curd, Skimmed milk powder, Badam powder, Peda, Paneer, Cheese, Burfi, biscuits, cookies, jamoon, Mysorepak, burfi, Ice cream, Milkshakes, Snacks, sold in Karnataka and also has a demand in other states of the country.

## Study Area

Mysore district extends between 11°44' N to 12°39' N latitudes and 75°54' E to 77°8' E and the total area of the district is 6320 sq. km and its claim 3.29 percent of the total area of Karnataka State. The district, north bounded by Mandya district and part of Hassan district, south covered by Chamarajnagar district and Kerala State, east covered by Chamarajnagar and west covered by Kodagu district. Karnataka State is divided into four revenue divisions. Mysore is one among the four. Presently the district has 7 taluks, 33 hobilies, 235 Panchayath, five towns, three municipalities, and one city corporation. The district having 1216 inhabited villages and 124 uninhabited villages.

Mysore district closely connected with the State capital of Bangalore which is rich in economic and commercial activities. Mysore district sensed moderate climate, the district mainly comes under Tropical monsoon climate and experiences four major seasons, April is the hottest month and recorded mean daily maximum temperature is 34°C and recorded mean daily minimum temperature is 21°C December is the coldest month and recorded mean daily maximum temperature 27 °C and recorded mean daily minimum temperature 16 °C. During winter the temperature decreased in a single day below 11°C. Temperature is favourable to all activities of human, it makes crazy about setting people in Mysore.

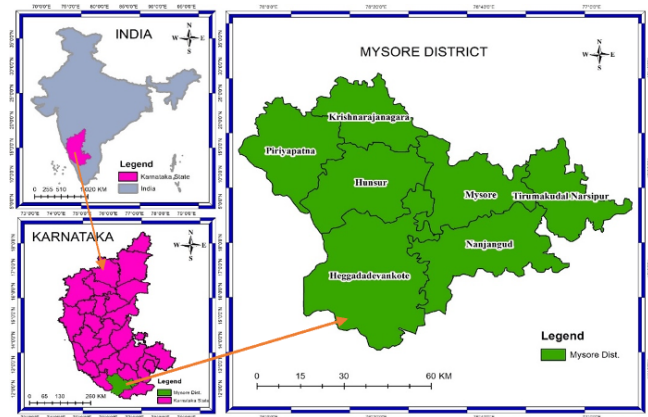


Fig. 1. Location map of study area

## Objectives

- Status of milk production and average major milk products in Mysore district from 2011-12 to 2019-20.

## Methodology

Methods have been used in this study mainly with help of Secondary data from Mysore Milk Union Limited (MYMUL). This data gives pure analysis of the bar graph to know the status of growth and development of milk production and producers. With the geographical environment Arc Gis 10.3 Software used for mapping of the location of each taluk in Mysore district.

## Analysis and Findings

Table 1. Mysore District Milk Production(2010-11 to 2019-20)

Sl. No	Years	Production in liter/day
1	2010-11	2,04,904
2	2011-12	2,68,552
3	2012-13	3,24,622
4	2013-14	3,19,997
5	2014-15	4,02,466
6	2015-16	4,56,474
7	2016-17	4,32,245
8	2017-18	4,93,815
9	2018-19	5,06,693
10	2019-20	6,11,164

Source: MYMUL-2020

Mysore dairy started with a capacity of 10,000 liters per day in 1965. The production of milk gradually increases from year to year. The above Table 1 shows that the production of milk from 2010-11 to 2019-20. During 2010-11 the production of milk per day is 2,04,904 liters in 2019-20 the production

increased to 6,11,164 liters per day. Within 10 years the production of milk in the Mysore district was thrived. It shows that the production of milk in the Mysore district goes on increasing year by year.

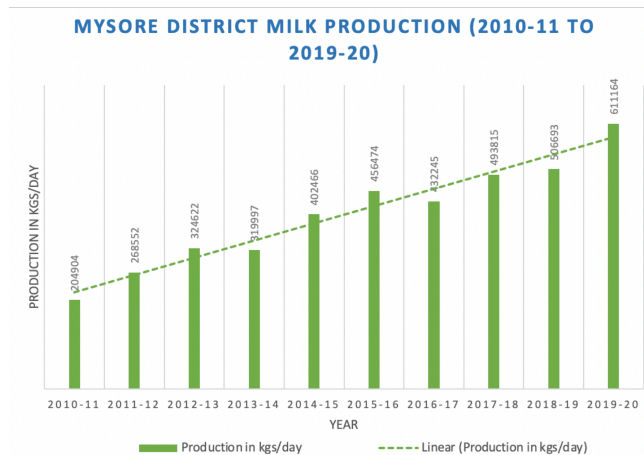


Fig. 2. Mysore district Milk Production in 2010-11 to 2019-2020

Table 2. Year Wise Average Sale of Major Products of Milk in Mysore District (MYMUL) (2010-11 to 2020-21)

Sl.No	Years	Curd lakh Liter / year	AGR Ghee 000 Liter / year	AGR Peda in kgs / year	AGR
1	2010-11	69.14	—	10.80	—
2	2011-12	71.79	3.84	11.04	2.23
3	2012-13	87.74	22.21	12.10	9.55
4	2013-14	92.71	5.66	13.66	12.88
5	2014-15	100.28	8.17	15.11	10.63
6	2015-16	104.87	4.58	14.71	-
7	2016-17	105.83	0.92	17.81	21.06
8	2017-18	116.89	10.42	14.86	-
9	2018-19	120.98	3.50	20.86	38.63
10	2019-20	124.28	2.73	16.15	-

Source: MYMUL -2021

The above table number 2 shows the sales of major milk products of MYMUL, curd, ghee, and Peda during the period of 2010-11 to 2019-20. Mysore dairy is one of the leading sellers of Curd, Ghee, and Peda products in the urban centers and rural areas of the state. The above table indicates that the products of curd, ghee, and Peda sales show positive growth in most of the years. After the bifurcation of MYMUL into two unions, 2015-16 and 2016-17 show negative growth. After that, all the three products show positive growth in sales. It indicates the development dairy industry in the Mysore district.

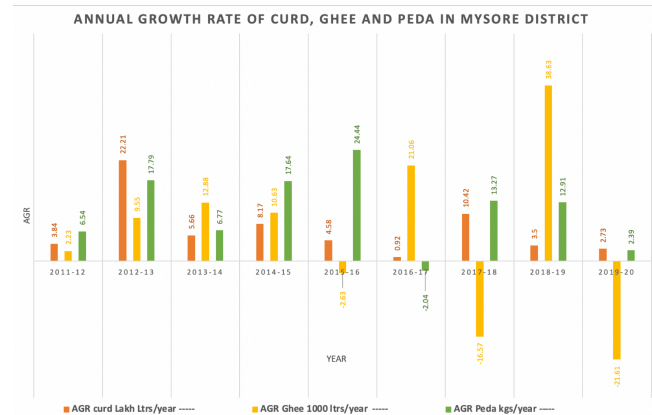


Fig. 3. Annual growth rate of Curd, Ghee, and Peda in the Mysore District 2011-12 to 2019-20

## Conclusion

Milk production capacity to bring about significant changes in the socio-economic condition, women empowerment, and overall development of the rural economy. Mysore district is one of the leading producers of milk and milk products of the state. MYMUL has higher sales of ghee, buttermilk, Mysorepak, peda, and curds. Finally, dairy farming in the Mysore district shows positive growth and a good future for development.

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