



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 none 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

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.

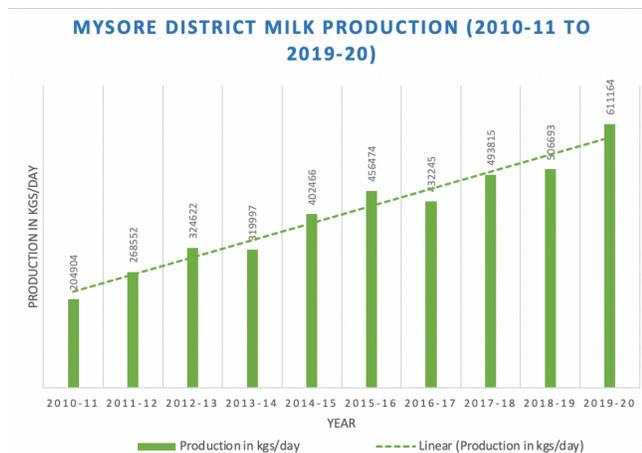


Fig. 2. Mysore district Milk Production in 2010-11 to 2019-2020

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.

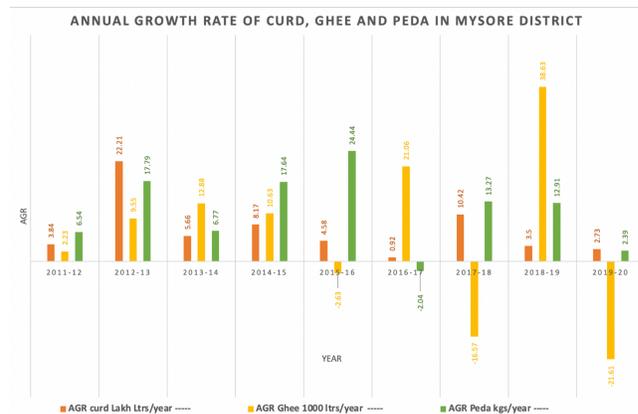


Fig. 3. Annual growth rate of Curd, Ghee, and Peda in the Mysore District 2011-12 to 2019-20

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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