



Problems And Prospectus of Dairying in The Mysore District

S Swamy¹, R Shiva Kumar², Jayashree³

¹ Research Scholar, DOS in Geography Manasagangothri Campus, University of Mysore, Mysuru

² Faculty, Department of Geography, Jnanabharathi Campus, Bangalore University, Bengaluru

³ Professor, DOS in Geography, Manasagangothri Campus, University of Mysore, Mysuru



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Abstract

Indian agriculture directly depends on monsoon rainfall. Due to its seasonality, the agriculture sector gets affected and creates problems of unemployment and uncertainty. Due to this allied agriculture activities like dairying function as a set of solutions to overcome such problems and they also act as effective tools to improve the socio-economic condition of farmers. This study is mainly focused on problems and prospectus of dairying in Mysore district. The present work is based mainly on secondary sources of data and information. Problems have been traced by analysing the data personnel observation and interview of the milk producers of the study area. Lack of Feed/Fodder, Lack of Veterinary Services, Low Marketing and Pricing, Lack of Education and Training and Quality Testing Infrastructure, Cold Chain Infrastructure, Hygiene Condition, Breeding System, Lack of Financial Support to Buy New Cattle, Lack of standard pricing system, Exploitation by Middlemen, Absence of easy credit and loan facilities in the study area, Low socio-economic standard of women despite higher participation, Migration Problem, The poor interest of the population in the dairy business, Key challenges of the dairy industry in the Mysore district and Growth drivers of the Mysore Dairy Industry these problems were faced by the milk producers in Mysore district.

Keywords: Problems; Prospectus; Milk Producers; SocioEconomic; Dairy Business; Dairy Industry; Growth Drivers

Introduction

Dairy farming is one of the leading components of agricultural activities in almost all parts of the study area. Dairy farming has been regarded as one of the activities that could contribute to alleviating poverty and unemployment, especially in the drought-prone and rain-fed areas of the Mysore district.

Mysore district is rich in natural resources like water, land, forest, biodiversity, and tourism. Milk production is also an important source of livelihood

in the study area. Geographical conditions like soil, climate, and vegetation are the main determinants of successful dairy farming in the Mysore district. Apart from this dairy production in the study area which has seen a great increase over the period, has grown into a thirstier enterprise due to the policy decisions related to systematic breeding, improved feeding, and superior healthcare management. Karnataka Milk Federation (KMF), Mysore milk union limited (MYMUL), and village dairy co-operative societies (DCS) are playing a major role in the

development of dairy business in the study area and enhancing the economic development of the rural population. The growing hotel industry, urban centers, industrial clusters, and population are creating a continuous demand for milk and milk products. MYMUL is very important in the study areas which are working with thousands of milk societies spread throughout the Mysore district.

Adoption of advanced technology like genomic selection and use of sexed semen with improved practices at ground level ultimately help to set up a new benchmark in overall Mysore district milk productivity as well as increased individual animal productivity that in the end helps small and marginal farmers upliftment of their income and in future Mysore, the industry will reach the new horizon.

Apart from this many problems exist in the Mysore dairy industry like low productivity, there are many other problems like large human and livestock population and its pressure on available resources like land, degraded pasture lands, shortage of feed ingredients, and fodders which need to be targeted. These problems as well as their solutions are being discussed in this objective.

Study Area

Mysore is a cultural heritage like forts, Temples, Tanks, and Towns from historical periods. Mysore district extends between 11°44' N to 12°39' N latitudes and 75°54' E to 77°8' E the total geographical area of the district is 6,307 sq. km and its claims 3.29 percent of the total area of the 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 of the four. Presently the district has 7 taluks, 33 Hobilies, 266 Panchayath, five towns, three municipalities, and one City Corporation. The district has 1,199 inhabited villages and 137 uninhabited total of 1,344 villages. Mysore district is closely connected with the State capital of Bangalore which is rich in all aspects, especially economic and commercial activities.

Each taluk has different Urban population distribution in the Mysore district i.e., the Mysore taluk has 10,14,227 highest and leading Urban population compare to all remaining 6 taluks, and the Periyapatna taluk has 16,685 lowest rural population distribution in Mysore district.

Objective

- To study the Problems and Prospectus of Dairying in the Mysore District

Methodology

The present work is based mainly on secondary sources of data and information. Problems have been traced by analysing the data personnel observation and interview of the milk producers of the study area.

Problems and Discussions

The following problems were faced by the milk producers in the study area. The problems are discussed here

Lack of Feed/Fodder

There are an excessive number of unproductive animals which compete with productive dairy animals in the utilization of available feeds and fodder. There is an acute and ever-growing shortage of green fodder and good quality feed. The grazing area is being reduced every year due to the land being used for other purposes resulting in a shortage of supply of feeds and fodder to the total requirement. Lack of feed/fodder is not only the problem in the study area but also the low quality and high price of cattle feeds. The problem of the high price of cattle feeds influences the cost of milk production.

Lack of Veterinary Services

Veterinary health care centers are located in far places from the study area. The ratio between the cattle population and veterinary institutions is wider, resulting in inadequate health services to animals. No regular and periodical vaccination schedule is followed; a regular deworming program is not done as per schedule, resulting in heavy mortality in cattle and buffaloes.

Low Marketing and Pricing

In the study area dairy farmers are not getting a good price for milk supply. The price of the milk in dairies is fixed based on milk fat content. Due to the crass breed cow's milk is in declining condition and a low price is offered. There is also a poor perception of the formers, due to lack of marketing facilities and extension services, towards commercial dairy enterprise as an alternative to other occupations.

Lack of Education and Training and Quality Testing Infrastructure

Good education and training programs on good dairy practices could result in the production of safe dairy products. In this contest education and training of all the dairy employees and formers. Adequate quality testing infrastructure is not available at milk collection centers in the study area. The problem is compounded by the lack of trained manpower to undertake quality testing.

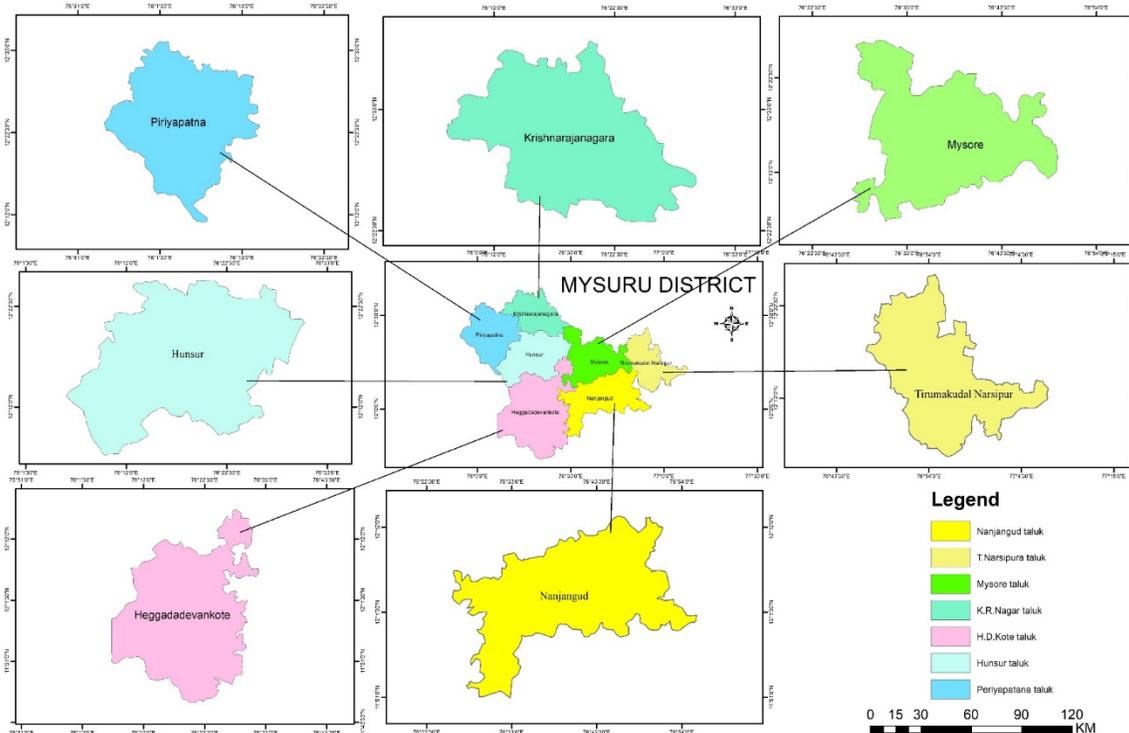


Fig. 1. Location map of each taluk in the Mysore district

Cold Chain Infrastructure

A lack of required infrastructure of chilling plans and bulk coolers to prevent contamination and spoilage at the village level. This segment is bound to see growth opportunities, the dairy sector is investing heavily in it to secure sufficient procurement

Hygiene Condition

Many cattle owners in the study area do not provide proper shelter to their Cattles leaving them exposed to extreme climatic conditions. Unsanitary conditions in cattle shed and milking yard, lead to mastitis condition. Un hygienic milk production leads to a reduction in storing quality and spoilage of milk and other products.

Breeding System

Late maturity is the most common problem of cattle breeds in the study area. There is no effective detection of heat symptoms during estrus by the cattle owners. The calving interval is on the increase resulting in a reduction in the efficiency of animals’ performance. Diseases causing abortion led to economic loss for the farmers.

Lack of Financial Support to Buy New Cattle

It is one of the most common problems in the study area. The farmers are very much interested to develop dairy farming. In this regard due to the lack of financial support from the government or banking sector, the farmers lose their interest in dairy farming. Water problems especially during the summer season, and the lack of a new program on dairying are the other problems faced by the dairy farmers identified in the Mysore district.

Lack of standard pricing system

In absence of a milk collection center in the nearby areas, the standard pricing system is generally distorted by middlemen in this condition, and in lack of standard pricing dairy farmers face a financial loss

Exploitation by Middlemen

The major portion of milk produced by the milk producers and farmers in the Mysore district is purchased at much lower prices by the middlemen but they sell it in the urban market at a higher price which results in heavy economic loss to the actual dairy farmers.

Absence of easy credit and loan facilities in the study area

Most dairy farmers need financial assistants they are unable to get loans and credit from government agencies, banks, and others due to fear and lack of awareness, they take a loan from landlords, and they exploit them in various ways. Most dairy farmers do not have enough money to purchase animals and the modern tools required for commercial dairy farming.

Low socio-economic standard of women despite higher participation

Women's participation in dairy farming in the study area is on the higher side and they are playing a crucial role dairy business actively their contribution is being acknowledged due to their social taboos. Financial and decision-making rights are not given to them in most cases.

Migration Problem

Migration is a big problem in the rural areas of the Mysore district and a huge number of the population migrates to urban sectors of the district is searching for higher-income employment it creating a labor problem. Due to these agricultural activities are decreasing and creating fodder problems. Dairy farming in general needs a great workforce.

The poor interest of the population in the dairy business

The rural population of the district is migrating towards cities on side inside and outside of the district, state in the search of livelihood they are not interested in adopting dairying as a means of livelihood. Education is another cause due to which educated young generation feel shame in doing dairy business despite huge commercial benefits rather doing some work in factories and other sectors far from the home. In our society feels agriculture and dairy farming as a work of shame we must break this stigma.

Key challenges of the dairy industry in the Mysore district

- **Challenges at the storage logistics level**
 - 70% of the market is still unorganized.
 - Lack of cold storage facilities
 - The gap in cold chain and transport facilities.
- **Marketing Challenges**
 - Involvement of too many intermediaries.
 - Gaps of information
 - absence of a screening system
 - Lack of infrastructure
 - Some farmers manipulate the quality of milk the farmers
- **Challenges with the issue of pricing policy**

- Acceptability of the consumer bare
- Less penetration into the rural market
- Lack of transparent milk pricing system

Growth drivers of the Mysore Dairy Industry

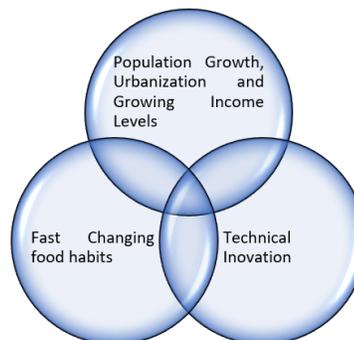


Fig. 2. Growth representation

- Population growth
- Economic growth
- Rapid urbanization
- Rising income levels
- Technical innovation in the milk products processing
- Fast-changing food habits and value-added products

Future Prospects of Dairying in the Mysore District

There are 2.14 lakh milk producers in the Mysore district out of these 95,000 families supply milk to 1,090 societies under MYMUL. Every day average milk production of the district is 4.74 lakh liters out of these 3.0 lakh liters are sold and used for manufacturing milk powder. The remaining 1.0 lakh liters are supplied to various outlets. MYMUL produces a total of 24 by-products including toned milk, sweets, lassi, peda, Mysore Pak, etc. on account of the growing middle class rising prosperity, changing food habits, and level of awareness demand for milk and milk products is certainly going to increase on a rapid pace in the dairy market. The future of dairy markets depends highly upon its ability to improve the backward chain integration and on the growth and competitiveness of emerging dairy sectors. An increasing magnitude of milk processing capacity is going to put a lot at stake in the procurement of quality milk. In such a scenario, there will be a lot of processors investing in developing the backward chain as well as creating cold chain infrastructure. In the study area of the Mysore district expanding co-operative and private sector milk processing enterprises are gradually becoming active in facilitating changes in the current small-scale structure of dairy production, improved

animal feeding practices, and gains in productivity and marketing. A lot of innovation is taking place at the consumer end and thus the requirement for new technology, machinery packing solutions, food diagnostics, and food ingredients is increasing.

Conclusion

Dairy farming is one of the important sources of income and provides occupation opportunities to the rural families and farmers in the Mysore district. Dairy co-operatives have played an important role in dairy development. In the study area, dairy farming is done mainly by the small, marginal farmers and landless laborers. Dairy development has resulted in the improvement of nutritional intake and milk and milk product consumption. It has also increased the purchasing power and living standards in rural areas with socio-economic up-gradation. Various problems discussed above are affecting dairy farming negatively in the Mysore district and reducing the benefits but proper management, people awareness, women's active participation, and governmental support can take the dairy business to new heights and can solve livelihood issues of the rural population in Mysore district.

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