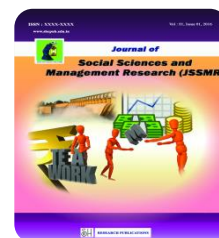




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**Journal of Social Sciences
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Management Research**



Income and Employment Generation of Dairy Farming in Tirupattur District

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Abstract

Analysis of employment and income generation from dairying in Tirupattur district, the study revealed that dairy farming generated, on an average, employment of 180 days per annum in the rural areas of Tirupattur. Out of this, male employees were higher than female employees. The income from dairying constituted around one-fifth of the total income of the dairy farmers. It is implying that dairying improved the income distribution by reducing income inequalities among the male and female respondents. The results of the study revealed that dairy income helped in sustaining the livelihood of dairy farmers, improved their income distribution, and hence, helped in raising the standard of living of milk producers.

Keywords: *Income, Employment, Inequality, Livelihood, Dairy farming*

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Introduction:

Dairy husbandry is one of the oldest and largest profitable conditions in the world which is rehearsed in almost all the countries and roughly 150 million homes around the globe are engaged in milk product. 240 million people are likely to be directly or laterally employed in the dairy sector. Milk is produced by small holders, and milk product contributes to manage livelihoods, food security and nutrition. Milk provides fairly quick returns for small scale farmers and is an important source of cash income. Dairy ranch as an old profitable exertion has the capability to give employment openings in pastoral areas and enhance large scale product of dairy product indeed in present period. The production of milk is a home activity in about 150 million families worldwide (FAO, 2020). Smallholders produce milk in the majority of developing nations, and milk production supports household livelihoods, food security, and nutrition. For small-scale farmers, milk offers relatively quick returns and is a significant source of financial income.

In rural locations as opposed to urban ones, dairy activity is observed to be more closely related to the landowners who are farmers. Despite not having agricultural land, we find people engaged in dairy activities in rural areas. The livelihood of millions of farmers in rural areas comes from dairy farms. The farmer benefits from dairying by receiving money that may be utilized as inputs to increase agricultural output. Agriculture supplies grain for animals while animals supply manures and other livestock products to agriculture. Livestock is regarded as the second most important productive asset for the poor in

India next to agriculture because of its significance to the country's rural economy.

Statement of the problem:

Dairy farming is one of the important economic activities and an important instrument of socio-economic development. According to the FAO (2018) report, more than 500 million impoverished people depend mainly on livestock, and many of them are small and marginal dairy farmers. Dairy development helps in boosting rural economic growth and empowering rural women. 160 million children around the world receive benefits from milk through school feeding programmes (*Bulletin of the International Dairy Federation, 2020*). The dairy sector plays a vital role in achieving the Sustainable Development Goals (SDGs) - especially SDG 1-No poverty, SDG 3-Good health, SDG 5-Gender equality, SDG 8-Good jobs and economic growth, and SDG 10-Reduced inequalities - and it helps in improving lives and transforming the global economy. Since dairy activity is almost an inalienable part of life of the farmers in general and in particular in the study area, there is a need to undertake a comprehensive micro level study in Tirupattur district and its contribution to the upliftment of socio-economic conditions of rural areas in sample of the district.

Scope of the study:

The national policy on agriculture (2007) advises farmers to diversify their risks by avoiding mono-cropping and take up allied activities like dairy (Ministry of Agriculture, 2008). The dairy industry is playing a vital role in the economic development of several countries in the world, particularly developing countries like India. India has rich potential for the

development of dairy industry. India is endowed with rich livestock but not with satisfactory milk yield. For ages, the dairy industry has been carried on in the country on traditional lines, mostly in the villages and suburban areas. This study covers only within the territory of Tirupattur district only.

Objectives of the study:

1. To identify the income generation from dairy farming in Tirupattur District.
2. To examine the employment generation from dairy farming in Tirupattur District.

Methodology:

Research Design: Descriptive research and analytical research had been used in this study.

Sampling Design:

- **Sampling Technique:** Simple random sampling
- **Sample Frame:** The study covers the dairy farming workers of Tirupattur district only.
- **Sample Unit** : 400
- **Sample Size** : 60

Sources of data: Structured questionnaire had been prepared for the primary data collection from the dairy farming workers and direct interview method had been used to collect the information and secondary data had been used for the write the review and other relevant sources have been utilized for this study.

Period of study: The data have been collected from the dairy farming workers from January 2023 to March 2023.

Variables identified:

Dependent Variable: Employment and income generation

Independent Variables: Age, education, year of establishment, milch animals, finance, savings and investment.

Review of Literature:

Dehinet et al. (2014) have administered in Amhara and Oromia National Regional States, Ethiopia revealed that availability of coaching on livestock, age of household head and off farm activity participation played important roles in dairy technology adoption.

Singh et al. (2016) conducted a case study of investment and feeding strategy on respondents' sample dairy farms in the district Bikaner of Rajasthan state - an economic analysis. The study was carried out to determine the trends for investment, feeding and milk supply pattern on all five dairy households having livestock more than 20 lactating animals were selected for study randomly during 2010-11. Prabhakar (2012) focused his attention on preventive health care at all ages. The robotic Dairy Foods market potential is enormous in India where the economy is growing at a fast pace along with the purchasing power of the consumers.

Mathur (2012) argued that consumers are demanding dairy food items with more nutrition without sacrificing taste and enjoyment. With new product development, dairy has assumed special significance and demands concerted efforts of chemists, technologists and nutritionists. For orchestrating, further growth of the dairy industry in the liberalized global economies, strategic planning is needed for product diversification at competitive

prices for the domestic and export markets. Singh et al. (2017) have worked out the overall average cost was (Rs. 17,685.29/-) and (Rs. 21,739.73/-) for cows and buffaloes respectively. The components cost in production of milk per litre in the cow and buffalo was estimated as (Rs.12.77/-) and (Rs.14.70/-) respectively.

Results and Discussion:

From the 60 samples of the study, 68.8% of the male respondents had established dairy work before 2005 and 80% of the female participants were established dairy work to 2016 – 2018. It has a greater influence on the dairy production in the study region. 70.8% of the male respondents were having below three cows and 66.7% of the females were having seven - nine cows in the study region. The number of milch animals are induced to create and establishment of the dairy farming. 62.5% of the male respondents had created the own fund for establishment of dairy farming and 64.3% of the female had borrowed money from the bank with subsidy. 66.7% of the male respondents produced nine – 12 liters per day and 52% of the female produced less than six liters in the study region. 87.5% of the male respondents were provided public grazing land for the fodder to milch animals and 66.7% of the female used as fodder leguminous crops in the study region. 72.7% of the male participants had received milk payment once in 15 days and 64.3% of the female participants were received milk payment once in a month in the study area. 62.1% of the male participants were not having the habit to save the money. It inferred that only few of the men and women were having the habit to save the money. Majority of the male respondents

spent Rs. 1000/- to Rs. 2000/-for the milk production, which constitutes that 57.70% and 50% of the female spent Rs. 2000/- to Rs. 4000/- and Rs. 4000/- to Rs. 6000/- for the milk production in the study area. Among the 60 samples of the study, 69.2% of the male respondents were selling the dung rate Rs. 1801/- to 2100/-per trolley, 80% of the female respondents were selling the dung rate Rs. 1501/- to 1800/-per trolley.66.7% of the male respondents were selling the dung rate Rs. 1000/- to 1500/-per trolley, 42.9% of the female respondents were selling the dung rate more than Rs. 2100/- per trolley.

Policy implications and Conclusion

Quality of milk is the most important one in the business of dairy. Quality of milk does not only depend upon green grass but it needs dry grass. For that purpose, milk producers must grow different types of dry grass and preserve it. Dry fodder is necessary to increase the fats and other compositions in milk. Milk production must be done scientifically with the modern system rather than old and traditional ways. Milky animals should be cultivated. There should be complete cleanliness in and around livestock. Milk production should be done separately and not supporting agriculture. The co-operative societies should provide money to primary cooperative societies in the form of an advance. Cows' rearing is neglected. A maximum number of co-operative institutes do not buy cow milk hence the cooperative societies have to purchase cow's milk with a higher rate. The co-operative societies have to make different milk products and not to sell only milk. The co-operative dairies should improve livestock and have to stress on milky animals' production. The

dairies and primary dairies should come together to provide modern knowledge and training to their staff.

The literature on economic development of rural milk producers under dairy co-operative societies includes a number of scholarly works on a different dimension. That is the studies examining the general problems and prospects of milk producers of rural area development, changing economic status of milk producers, and studies analysing the impact on the lifestyle of milk producers. In this context, the present work is a humble attempt to explore the economic status of the rural milk producers in Tirupattur District.

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