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**Economic Analysis on Utilization of Milk Production and Animal Husbandry in  
Tirupattur District of Tamil Nadu**

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**Abstract**

This study has focused on the economic analysis on utilization of milk production and animal husbandry in Tirupattur district of Tamil Nadu. The primary data were collected from 50 respondents using interview schedule during January 2022. Among the total samples, 62 per cent of the sample respondents were male and 38 per cent of the respondents were female. The study showed that young people in the village have involved in diary production and animal husbandry more than the old age people and the people with the primary level of education have the highest involvement in the diary production and animal husbandry. The respondents from private organization involve more in animal husbandry and milk production and every respondent generate the income of more than Rs.10,000 per month from the milk production. Majority of the respondents earned more than Rs. 10,000 every month in animal husbandry. Both animal husbandry and milk production provided a reasonable income without making any loss for the respondents. About 90 per cent of the respondents always use to create assets from the profit which they have earned from the animal husbandry and milk production. Milk production acts as the main source of income and also a means of livelihood for many people from the rural areas. Due to the implementation of Jan Dhan Yojana, everyone has their own bank account for their savings earned through milk production and animal husbandry.

**Keywords:** Economic analysis, milk production, animal husbandry, income, Tirupattur.

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## **Introduction**

In India there is a deep relationship between the sectors of agriculture and dairy industry. Dependence between both sectors is very high. Over 50 per cent of the Indian population is depends on the agricultural sector compared to dairy sector. In recent years, the dairy industry has taken over the agricultural sector and its contribution is more. The dependency level on milk in India is very high when we compare to the other countries of the world. Indians consume milk in their day-to-day life in the form of pure milk or through the byproducts of milk since they consider milk as their traditional beverage from their ancient period. Many ancient literatures in India exhibit the uses of milk and the consumption level of milk during the ancient periods. The production of milk in the world has increased by 59 per cent from 530 million tonnes to 843 million tonnes in the year 2018. Approximately about 150 million people in the world are involved in the milk production. India is the world's largest milk producer which contributes about 22 per cent of the total milk production followed by United States, China, Pakistan and Brazil. Indian government is initiating many measures and schemes for the production of milk and animal husbandry since they are the main sources of income to rural people. Our Indian government has announced many schemes like Kamdhenu Yojana, Rashtriya Gokul Mission, Gokul Gram which help the farmers to get easy access into the dairy industry. The government of India provides loans for cattle through NABARD and subsidies through local banks. Globally export of dairy production was about 54,800 million tonnes and 240 million USD by the financial year 2020-2021. In India, Rajasthan and Andhra Pradesh contribute more for milk production compared to other states. The cattle not only help in the dairy industry but also in the agricultural sectors for ploughing the agricultural fields. India is not only exports only milk, but also exports milk byproducts like ghee, butter, ice cream etc. In Tamil Nadu, cow and buffalo milk make up the majority of the milk produced. The size of the Tamil Nadu dairy market is expected to reach INR 1,058 billion in 2022, according to a recent estimate. The dairy market in Tamil Nadu would expand by 15.5% between 2023 and 2028 to reach INR 2,473 billion. So, considering the above points in view, this study focused on the economic analysis on utilization of milk production and animal husbandry in Tirupattur district of Tamil Nadu. This study was aimed with the following objectives.

## **Objectives of the study**

1. To find out the socio-economic status of sample respondents involved in the animal husbandry and dairy production in the study area.
2. To find out the satisfactory level of maintaining animal husbandry as their livelihood in the study area.
3. To know the contribution of the milk producers for the upliftment of the economic growth in the study area.

## **Review of Literature**

Kumar and Singh (2008) have stated in their study that animal husbandry and dairy production play a vital role in the economic development of a country. India stands first in the milk production when compared to the other countries. During the year 2007-08, the milk production of India is about 100.90 million tonnes. Many welfare schemes have been implemented to initiate the production of milk throughout the country. Pramoud and Rajasekar (2011) have highlighted the various uncertainty and risks faced in the dairy industry in the perspective of various stages of supply chains, the supply chain among the

milk producer, the processor and the end-consumer have been facing many difficulties in the supply chain. Deepthi Gour (2013) had made an attempt to analyze the development of dairy cooperative in India and how it helps in the development of dairy. The cooperatives play a commendable role in the upliftment of the rural people through the dairy industry. The available opportunities for the dairy farming in the rural areas are plenty when compared to the urban areas. Muraliappa Reddy (2013) has found that the development of dairy industry is in the three tier structures. The primary is at the milk producing society in the rural villages, the secondary level is at the cooperative milk collection sector from the rural areas and the tertiary level is at the processing of the milk and converting the milk into the finished products to reach the product to the people in the urban areas. However, the ability of such sectors can be influenced by the quality of the products. Doe *et al.* (2012) has concluded in their study that the cooperative society created market for the raw milk and also provided opportunities for the employment in rural areas which have increased the revenue level of the people from the village areas. Manvir Kaur (2011) has concluded that the milk cooperative unions at the district level maintained the distribution of milk within the district. The milk unions even process the milk or send the milk to other districts where the need for the milk is available through the variable milk processing milk plants. The unions are formed at the primary level at the village to collect the milk in an efficient manner. Meena and Jain (2012) have studied about the economics of milk production in Rajasthan and suggested that the adequate amount of schemes should be introduced for the cow upgradation programmes. They indicated a positive impact on the dairy cooperative in the several parts of the rural area of production, consumption and market surplus of milk.

### **Methodology**

To collect the primary data, the researcher has selected Andiyappanur village in Tirupattur District of Tamil Nadu. Andiyappanur comes under the Gram Panchayat with the population of more than 6000 people consisting of 3400 males and 2600 females. The village is surrounded by the hilly areas like Jawadu hills and Yelagiri hills which offer plenty of natural resources. Andiyappanur village has its historical evidence of people who lived in stone ages. Due to its geographical location, the village receives plenty of water during the rainy season and due to this, a dam has been constructed for the irrigation purposes. Due to the over availability of natural resources in the village, animal husbandry and dairy farming are the major sources of income to the village people. The researcher has used the descriptive and analytical design. The primary data were collected from 50 respondents using interview schedule during month of January 2022. Research design employed here is descriptive analysis since this design describes the characteristics of an individual or a group of behavior and their individual attitudes which would allow the researchers to complete the research without any error. The total population of the village is about 6,500 people among these more than 200 families are involved in animal husbandry. This study employed a simple random sampling and 50 respondents have been selected who are involved in the animal husbandry and dairy production. The secondary data were collected through news papers, journals and articles.

### **Analysis and Discussion**

***Gender and age details of the respondents:*** Table 1 shows the gender and age details of the respondents. The primary data were collected from 50 respondents using interview schedule. Among the total sample, 62 per cent of the sample respondents were male and 38 per cent of the respondents were female. Among the sample, 52 per cent of the sample respondents come

under the age group between 20-30 years, subsequently 34 per cent of the sample respondent comes under the age group between 30-40 years, about 14 per cent of the sample populations come under the age group above 40 years. This shows that the young people in the village involve them in dairy production and animal husbandry more than the old age people.

**Table 1. Gender and age details of the respondents.**

Sl. No.	Gender	No. of Respondents	Per cent	Age group (Years)	No. of Respondents	Per cent
1.	Male	31	62	Between 20-30	26	52
2.	Female	19	38	Between 30-40	17	34
	Total	50	100	Above 40	7	14
				Total	50	100

**Educational qualification and job of the respondents:** Table 2 shows the educational qualification and job details of the respondents. Among the sample, almost 34 per cent of the respondents have primary education and 18 per cent of the respondents had studied up to middle school, 12 per cent have completed their higher secondary, 14 per cent of them have studied under graduate and 10 per cent have completed their post graduation. The remaining 12 per cent are the people who didn't even have the primary level of education. The table shows that the people with the primary level of education have the highest involvement in the dairy production and animal husbandry. This may be due to their family situation and financial crisis that they couldn't continue the education.

**Table 2. Educational qualification and job of the respondents.**

Sl.No.	Educational Details	Respondents	Per cent	Nature of job	Respondents	Per cent
1.	Primary education	17	34	Private Organization	19	38
2.	Middle	9	18	Government Organization	9	18
3.	Higher Secondary	6	12	Agriculture Labour	5	10
4.	Under Graduates	7	14	Unorganized Labour	11	22
5.	Post Graduates	5	10	Others	6	12
6.	Others	6	12	Total	50	100
	Total	50	100			

It is evident from Table 2 that more than 38 per cent of the respondents work in the private organizations and 18 per cent of the respondents work in the governmental organization. About 10 per cent of the respondents are agricultural labourers. About 22 per cent people are from unorganized labour section and remaining 12 per cent of respondents work in other sectors. The table shows that the respondents from private organization involve more in animal husbandry and milk production. This is because private organization has less amount of salary, so the respondents involve them in these sectors for the income generation.

**Source of income of the respondents:** Table 3 shows the source of income of the respondents. About 54 per cent, milk production acts as the main source of income for their livelihood and 18 per cent of them get their income from animal husbandry, 16 per cent of them get from agriculture and 12 per cent of them obtain from poultry. They are their main sources of income. The study indicated that milk production is the main source of income for most of the respondents, in which 44 per cent of the respondents get profit of more than Rs.10000 per month and 14 per cent of the respondents get more than Rs.20,000 per month, 28 per cent of the respondents get profit of more than Rs.30,000 and 14 percent of the respondents get more than Rs.40,000 per month. The Table clearly explains that every respondent generates the income of more than Rs.10,000 per month from the milk production.

**Table 3. Source of income of the respondents.**

Sl. No.	Sources of income	Frequency	Per cent	Profit in Milk Production (in Rs.)	Frequency	Per cent
1.	Agriculture	8	16	More than 10,000	22	44
2.	Milk production	27	54	More than 20,000	7	14
3.	Animal husbandry	9	18	More than 30,000	14	28
4.	Poultry	6	12	More than 40,000	7	14
	Total	50	100	Total	50	100

**Income earned by the respondents through animal husbandry:** Table 4 represents the income earned in animal husbandry involvement. About 56 per cent of the respondents have earned between Rs. 10,000 and Rs. 20,000 per month, 16 per cent of the respondents earned between Rs. 20,000 and Rs. 40,000 and 28 per cent of the respondents earned income of about more than Rs. 40,000. Majority of the respondents earned more than Rs. 10,000 every month in animal husbandry.

**Table 4. Income earned through animal husbandry.**

Sl. No.	Income earned	Frequency	Per cent
1.	Between 10,000 and 20,000	28	56
2.	Between 20,000 and 40,000	8	16
3.	More than 40,000	14	28
	Total	50	100

### Major Findings

The study on the utilization of animal husbandry and milk production in Andiyappanur Panchayat has resulted in important findings.

- The majority of the people from the rural area are involved in animal husbandry and milk production which act as the major sources of income for their livelihood.
- After the pandemic period, more people are getting involved in animal husbandry and milk production because these sectors always have their peak level and demand even in the pandemic condition.
- Due to the reasonable price in the cooperative societies, most of the respondents prefer cooperative societies for their distribution of milk.

- Both animal husbandry and milk production always provide a reasonable income without making any loss for the respondents.
- About 90 per cent of the respondents always use to create assets from the profit which they have earned from the animal husbandry and milk production.
- Milk production acts as the main source of income and also a means of livelihood for many people from the rural areas.
- Due to the implementation of Jan Dhan Yojana, everyone has their own bank account for their savings earned by milk production and animal husbandry.

#### **Suggestions**

- Many new schemes should be introduced by the government for the proper collection of milk from the producers and make a proper way to reach the consumers.
- A common price should be fixed to the milk by the government since their prices are varying from one milk collection centre to other.
- Subsidies should be given to the entrepreneur for starting animal husbandry and milk production centres which would allow the government to generate more revenue.

#### **Conclusion**

There are concerted efforts towards increased milk production through promotion of dairying in high potential areas. Unfortunately, there is no parallel effort directed towards post-production handling of surplus milk. Milk consumption level has been declining dropped recently. High prices and falling standard of living seem to be the most important contributing factors. We need to address this situation at earliest possible time. Milk processing and marketing strategies have to be developed and small scale producers need to be mobilized to form producer-processor cooperatives at grass root level. Milk being bulky and highly perishable, collection and processing need to be well located. Cost-effective methods must be employed to keep prices of dairy products at levels where most consumers can afford. Advertising and promotion will form an essential part of marketing. Processed products have to be moved closer to the consumer in order to promote sales.

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