RESEARCH ARTICLE

CONSTRAINTS IN THE MARKETING OF FLAVOURED MILK IN THE CUDDALORE DISTRICT OF TAMIL NADU: A CASE STUDY

*John Christy, R.

Division of Animal Husbandry, Faculty of Agriculture, Annamalai University, Annamalai Nagar – 608002, India

ARTICLE INFO	ABSTRACT
	Even though India is the largest milk producer in the world, India should improve rural milk and milk products marketing infrastructure to attain sustainable economic empowerment of rural poor.In order to improve the marketing facilities for different milk products such as flavoured milk, a systematic study of constraints faced by farmers should be carefully analyzed. Hence this survey is planned to study constraints faced by the farmers in flavoured milk marketing. Cuddalore District of Tamil Nadu was randomly selected for the present study. Multistage random sampling technique was used to select the respondents. Relevant data were collected from the chosen respondents through personal interview using a pre-tested interview schedule.Garett's ranking technique was used to analyse the importance of the constraints in desi milk products marketing. The results of this study indicate that inadequate storage facility, unremunerative price and lack of organized marketing facility are three most important key constraints of flavoured milk marketing. Taking steps to remove these constraints would encourage more farmers to take up flavoured milk production to get additional income.

INTRODUCTION

In India, nearly 47 per cent of total milk production was believed to be converted into Dairy Products (Sukumar De, 2001). Some of the examples of milk products are Kheer, Khoa, Kulfi, Dahi, Srikhand, Paneer, Channa, Makkhan, Ghee, flavoured milk and Lassi. The type of desi dairy products prevalent in an area chiefly depends upon many factors such as quantity of milk available, demand for fluid milk , demand for desi milk products, traditional practices, dietary habits of the people and other local condition such as season, climate. Millions of rural poor depend on livestock for their livelihood and it serves as only means of savings for emergencies. If well integrated into the household economy, it shows more efficient use of family labour and secures a cash income spread over the entire year. Even though India is the largest milk producer in the world, we need to improve ruralmilk and milk products marketing infrastructure to attain sustainable economic empowerment of rural poor. Flavoured Milk, by whatever name called, may contain edible flavour, edible food colours and cane sugar and one of the popular dairy drink made in India. In order to improve the marketing facilities for flavoured milk, a systematic study of constraints faced by farmers should be carefully analyzed. Though some of the constrains are obvious, lack of empirical evidence on the magnitude of these constraints limits our efforts in removing these bottle necks of flavoured milk marketing.

*Corresponding author: John Christy, R.,
Division of Animal Husbandry, Faculty of Agriculture, Annamalai University, Annamalai Nagar – 608002, India.

The main objective of the study is to examine constraints faced by the farmers in flavoured milk marketing in the study area. The results of the study will be useful for the planners and scientists to conceive and launch unbiased policy decisions aimed at rural development using the tool of livestock, (Christy, 2000).

MATERIALS AND METHODS

Cuddalore District of Tamil Nadu was selected randomly for the present study, . Multistage random sampling technique was used to select the respondents. The chosen district comprised 13 blocks of which, two blocks, viz., Virudhachalam and Panruti were randomly selected. In the next stage, two villages from each selected block were chosen randomly. In total, 120 dairy farmers making flavoured milk were chosen again randomly from the selected four villages, 30 from each village. The study was taken up during the months of April and May, 2010 and the data collected from the sample units related to the year 2009-2010.

Collection of data: Relevant data were collected from the chosen respondents through personal interview using a pre-tested interview schedule. Cross checks were made to minimise the errors due to recall bias and also to ensure reliability of the information provided by the respondents. The data collected included demographic particulars and they were asked to rank the constraints in the Desi Milk Products marketing.

Garett's Ranking Technique: Garett's ranking technique was

used to analyse the importance of the constraints in desi milk products marketing. The respondents were asked to rank the constraints in the order of importance they felt . These orders of merit were transformed into units of scores by using the following formula:

$$Percent\ Position = \frac{100\ (R_{ij} - 0.50)}{N_j}$$

where

R_{ij} = Rank given for the 'i'th item by the 'j'th respondent

N_j = Number of items ranked by the 'j'th respondent

The percent position is converted into scores by referring to the table given by Garett. Then for each reason, the scores of individual respondents were added together and divided by the total number of respondents and the mean scores thus calculated were arranged in descending order and ranks were given (Prema, 1998). By this method, the key constraints of desi milk marketing were identified.

Key constraints in Flavoured Marketing identified in this study are listed below with their rank.

Table 1.

Constraints	Garrett's Mean Score	Rank
Inadequate storage facility	74.17	I
Unremunerative price	63.42	II
Lack of organized marketing facility	61.21	III
Inadequate credit facility	56.70	IV
Inadequate transport facility	44.56	V
Inadequate training facility	42.59	VI
Inadequate market information	31.73	VII
Presence of middleman	24.52	VIII

Conclusion

This study indicates that inadequate storage facility, unremunerative price and Lack of organized marketing facility are three most important key constraints of desi milk products marketing. Taking steps to remove these constraints would encourage more farmers to take up flavoured milk production and marketing .

- The farmer should have given proper facilities for storing his milk products like cold storage, affordable and uninterrupted power supply.
- He should be provided with organized marketing facilities like co-operative marketing and price protection
- He should be given adequate credit facility, in the sense, that he can wait for times when he could get better prices for his produce and not dispose of his stocks when the prices are very low.
- He should be provided with adequate and cheap transport facilities which could enable him to take his products to the mandi rather than dispose it of in the village itself to the village money-lender-cum-merchant at low prices.
- He should have clear information regarding the market conditions as well as about the ruling prices, otherwise may be cheated. There should be organized and regulated markets where the farmer will not be cheated .
- The number of intermediaries should be as small as possible, so that the middleman's profits are reduced. This increases the returns to the farmers.

REFERENCES

Christy, R.J. 2000. Female Participation in Livestock Production: The Socio-Economic Dimensions. Unpublished M.V.Sc., Thesis. Department of Animal Husbabdry Economics, TANUVAS.

Prema, N. 1988. Role of Livestock on Tribal Economy: A Study in Nilgris District of Tamil Nadu. Unpublished M.V.Sc. Thesis, Department of Animal Husbandry Economics, TANUVAS.

Sukumar De 2001. Outlines of Dairy Technology. Oxford University Press, New Delhi.

****