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Research Paper

Impact of Dairy Cooperative Societies on the Dairy Management Practices of the Farmers In Odisha

Economics

KEYWORDS : Dairy Cooperatives, Dairy Management Practice, Odisha

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ABSTRACT

The paper makes an attempt to examine the knowledge level of milk producers on various dairy management practices with the help of an empirical study conducted in Sadar block of Cuttack district of Odisha. The findings clearly show that the knowledge level of member respondents are more than the non-members and the dairy cooperative societies, are successful in disseminating modern technology and knowledge among its members through regular training, extension services, method demonstrations, field trials, provision of animal health care facilities, free supply of fodder seed mini-kits. These facilities are not available to the non members. As a result their knowledge level differs to a great extent from that of the members of the dairy cooperative societies.

1. Introduction

Dairying has been an important part of Indian culture and civilization from the ancient times and remains so even today. The need for dairy development in countries like India arise due to several consideration such as low per capita availability of milk, prevalence of unemployment, increasing living conditions of rural people, and achieving self-sufficiency in milk production etc. Dairying is one of the most effective instruments for supplementing farmer's income and generating employment in the rural sector. It is observed that the Dairy cooperative movement has not only improved the lives of rural people but also generate employment opportunities for around 13.9 million farm families and made significant contribution to the economy of the nation as well. It Strengthen the infrastructure for milk collection, transportation, processing, packaging, pricing, and marketing of dairy products also help in reducing unwanted exploitation of producers (Gour, 2013). Ghosh and Maharjan (2001) have examined the impact of dairy cooperative development activities in Baghabarighat milk shed area. Authors have found the milk vita extension services; Artificial Insemination (AI), numbers of cooperatives, number of cooperative members, number of milk cows and milk production have increased within the last 30 years in Baghabarighat area. cooperative dairy members are enjoying an ensured milk market for selling their milk and earning better price compared to other milk marketing channels in Bangladesh Asharafuzzaman (1995). Rahaman and Mian (1996), also found same trend that cooperative members can receive better milk price under cooperative system. Roy (2000), conducting a research on milk marketing under cooperative management again, has shown that cooperative members are receiving higher milk price compared to non-cooperative milk producers. With better feeding management skills, small holder farmers can profitably increase raw milk supplies, to the nutritional benefits of their fellow consumers and the improved food security of their nations (Burrell and Moran 2004). It is also observed that lack of knowledge and inappropriate technologies such as improved feed conservation techniques and intensive forage management (e.g fertilisation and irrigation) reduces milk production and increases cost of production of milk Nakamanee et al. (1999)

It observed that though ilk production is an important source of income for the poor, most of the people are raising cows in a traditional way without any special care. Majority of the rural households keep cattle in order to cultivate their land and also produce milk for family consumption. The cows are usually fed with residues of crops instead of the supplementary feed and fodder. Although, there is a general trend to maintain cows in India, the people have not yet undertaken dairy industry on a commercial scale and as a means of income generation.

Under this situation, the paper makes an attempt to examine *the knowledge level of milk producers on various dairy management practices* with the help of an empirical study conducted in Sadar block of Cuttack district of Odisha. The structure of the paper is outlined as follows. The subsequent section details the objective. Section III presents the analytical framework. Section IV presents the results and the last section concludes the paper.

2. Objective

To study the knowledge level of milk producers of various dairy management practices.

3. Analytical Framework

Data and sampling

The present study is based mainly on the data collected through a sample survey. The selected district comes under the Cuttack Cooperative Milk Producers Union Ltd, a central cooperative society in operation in the districts of Cuttak, Jagatsinghpur, Kendrapara and Jajpur. This is one of the unions established in Odisha at the second phase of operation flood. Businesswise it is the largest milk union operating in Odisha, covering a total area of 11143 sq. kms. There are 1250 dairy cooperative societies functioning with a total membership of 88509 (2012-13).

In Cuttack district there are 16 blocks and the Sadar block is selected to conduct the primary survey. The Sadar block is selected on the basis of demand for milk and milk products as this block is situated in between two major cities of Odisha, i.e. Bhubaneswar the capital city and Cuttack.

In the next stage, 10 cooperatives selected out of 30 functional cooperative societies. In the next stage we selected 20 dairy farmer members from each society. Thus a total of 200member farmers are selected. To make a comparison of knowledge level of member farmers with those non-member farmers, 100 non-member farmers are selected for the purpose. The information collected relating to Health of cattle, Feeding Practices etc. All the relevant information was collected with the help of a structured household schedule through a field survey in the year 2012-13.

4. The Results

Many new technologies are generated in modern dairy management practices and are diffused through Government and other development agencies for the benefit of the dairy farmers of our country. The present investigation is taken up to assess the knowledge level of the milk producers on different components of dairy management practices. The knowledge level is measured on a 'three point scales' for both members and non members of cooperative societies. The mean scores, and knowledge gap values are obtained for each item of dairy management practices and presented in the following table.

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Table-1 depicts that the knowledge level of members and non members of Dairy Cooperative Societies differs in all the selected dairy management practices taken under study. The member respondents have sufficient knowledge with regard to improved milch breeds of cattle, identification of heat symptoms of pregnancy, selecting good milch cattle, duration of dry period in cattle, advantages of dehorning, harm in feeding paddy straw, age of puberty with mean scores of 1.70, 1.95, 1.80, 1.65, 0.7, 0.8, 1.86, 1.84, 0.75, 0.70, 0.50 and 0.70 respectively. As compared to other knowledge items like advantages of silage preparation, recommended green and dry fodder to the cattle, advantages of chaffing of fodder, contagious diseases of cattle, symptoms of ill-health, maintenance of dairy records, advantages of urea treated paddy, calving interval of cattle, use of tattoing in cattle with mean scores of 1.23, 1.5, 0.8, 1.3, 0.70, 0.90, 1.46, 0.81 and 0.50 respectively.

In case of non member respondents the mean scores obtained for improved milch breeds of cattle, identification of heat symptoms, advantages of silage preparation, recommended period of weaning in cattle, recommended green and dry fodder for milch cattle per day, gestation period in buffaloes, advantages of caffing of fodder, contagious diseases of cattle, symptoms of ill health, advantages of maintenance of dairy record, advantages of urea treated paddy straw, calving interval of cattle, symptoms of pregnancy, criteria in selecting good milch cattle, duration of dry period, advantages of tattooing in cattle, advantages of adopting dehorning, harm in feeding paddy straw to the cattle, age of puberty in cattle are 1.30, 1.52, 1.50, 1.40, 0.925, 0.40, 1.00, 0.5, 0.5, 0.4, 0.30, 0.46, 0.90, 0.30, 1.50, 1.60, 0.30, 0.30, 0.26, 0.22 and 0.40 respectively.

Table-1 Knowledge Items on Dairy Management Practices

Sl. No.	Knowledge items of dairy management practices	Nos.	Members N=200 M.S	Non-members N=100 M.S	Knowledge Gap Percentage		Differ-ence
					Members	Non Members	
1	Improved varieties of fodder crops	2	1.65	1.40	17.5	30	12.5
2	Advantage of silage preparation	2	1.23	0.925	38.5	53.75	15.25
3	Advantages of caffing of fodder	2	0.8	0.5	60	75	15
4	Recommended green fodder and dry fodder for milch cattle per day	2	1.5	1.00	25	50	25
5	Advantage of urea treated paddy straw	2	1.46	0.90	27	55	28
6	Harm in fedding paddy straw to the cattle	1	0.50	0.22	50	78	28
7	Identification of heat symptoms of cattle	2	1.95	1.52	2.5	24	21.5
8	Advantage of artificial insemination	2	1.80	1.50	10	25	15
9	Recommended Period of weaving in cattle	1	0.7	0.40	30	60	30
10	Gestation period in buffaloes	1	0.8	0.5	20	50	30
11	Contagious diseases of cattle	2	1.3	0.4	35	80	45
12	Symptoms of ill-health	2	0.70	0.3	65	85	20
13	Calving interval of cattle	1	0.81	0.30	19	70	51
14	Symptoms of Pregnancy	2	1.86	1.50	7	25	18
15	Duration of dry period in Indian Cattle	1	0.75	0.30	25	70	35
16	Advantages of Tatooing in cattle	1	0.50	0.30	50	70	20
17	Advantages of adopting disbudding / dehorning cattle	1	0.70	0.26	30	74	44
18	Age of Puberty in cattle	1	0.70	0.40	30	60	30
19	Imported Milch Breeds of Cattle	2	1.70	1.30	15	35	20
20	Advantage of maintenance of dairy records	2	0.90	0.46	55	77	22
21	Criteria in selecting good milch cattle	2	1.84	1.60	8	20	12

Source: Field Survey, 2012-13

5. Concluding observations

The above data shows that the knowledge level of member respondents are more when compared to non-members and the dairy cooperative societies, are successful in disseminating modern technology and knowledge among its members (respondents) through regular training, extension services, method demonstrations, field trials, provision of animal health care facilities, free supply of fodder seed mini-kits. These facilities are not available to the non members. As a result their knowledge level differs to a great extent from that of the members of the dairy cooperative societies.

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