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SURVEY DATA ON LIVESTOCK FARMERS

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ABSTRACT
The Dairy Industry is undergoing Significant transformation in response to the growing demand of profitable farming and Resilient food production systems. Modern dairy enterprises must adapt to evolving market dynamics, environmental challenges, and technological advancements while maintaining economic viability. In India, the dairy sector plays a pivotal role in the agricultural economy, contributing approximately 5.5% to the national GDP through livestock production and serving as a major source of rural employment and poverty alleviation. India is the world's largest milk producer, accounting for nearly 25% of global milk output, and also the largest consumer of milk and dairy products, with a per capita availability of 471 grams per day. The sector significantly contributes to national food security and nutrition, particularly in a country where a large segment of the population follows a Dairy inclusive vegetarian diet. This study highlights the economic importance of the dairy sector and emphasizes the need to address the multifaceted challenges faced by dairy farmers to ensure sustainable and profitable dairy farming in the future

KEYWORDS: *Dairy Industry, Rapid Transformation, Agricultural Economy, Dairy Inclusive Vegetarian Diet, Multifaceted Challenges*

INTRODUCTION
In a time where there is a growing need for both profitable dairy farming and sustainable food production, the Dairy industry has changed dramatically.

Successful dairying business now a days have to handle a complicated web of obstacles, such as shifting market dynamics, environmental issues and technological break throughs. The pursue of profitability, which is at the core of this evolution.

India's dairy sector holds a pivotal place in the country's agricultural economy. It is an essential part of our agricultural economy. Livestock production is the largest agricultural product, contributing around 5.5% to national GDP. The Dairy sector provides direct employment making it a crucial driver of rural employment and poverty alleviation.

India is not only the largest milk producer globally, accounting for a staggering 25% of global milk production, but is also world's largest consumer of milk and dairy products. Indias per capita availability of milk is 471grms per day, underscoring the importance of dairy in the Indian diet.

Thus, this sector plays a critical role in providing food security and nutrition to country's large population, many of whom follow a lacto-vegetarian diet. We, the students of Dairy Science Department from Govt. Degree College(A), Paloncha comprehend on a multitude of challenges that dairy farmers confront we embark on this journey of exploration and discovery within the realm of profitable farming. It is imperative to recognize the multifaceted nature of dairy sectors

OBJECTIVES OF THE STUDY
The main objectives of this survey are:
1. To study the existing condition of dairy farming in villages around Paloncha.
2. To understand the types of livestock farming reared by rural households.
3. To examine Milk Yield and Gross Revenue of dairy farmers.
4. To identify the problems faced by dairy farmers in the study area.
5. To analyze the role of government schemes and dairy cooperatives.
6. To suggest measures for the improvement of dairy farming in rural areas.

METHODOLOGY OF THE STUDY
The following methodology was adopted for the study:
1. **Area of Study:** The study was conducted in selected villages around Paloncha town.
2. **Sample Size:** A total of 15 dairy farmers were selected randomly from different villages.
3. **Sources of Data:**
   - **Primary Data:** Collected through a structured questionnaire and personal interviews with dairy farmers.
   - **Secondary Data:** Collected from books, government reports, dairy cooperative records, and internet sources.
4. **Tools Used:**
   - Survey questionnaire
   - Personal interaction with farmers
   - Simple tables and percentages for analysis

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5. **Period of study:** The survey was conducted during the period :1 week

Survey

Place selected: Pandurangapuram
Students: B. Jagdeesh, B. Anvesh
Dept: Dairy Science
College: Govt. Degree College(A), Paloncha
Guidance: Dr. N. Sreedevi
(HOD of Zoology & Dairy Science)
A. Harika
(Guest Faculty in Dairy Science)

S.NO	Name of the farmer	Breed	Feed	Milk produced/ Day	Milk rate/L	Daily income	Houses supplied	Remarks
1	Nageshwar Rao	Murrah-6	Green Grass, Jowar	5L	Rs 50	Rs 1200	50 Houses	No Transportation Facility
2	Venkateshwarao	Murrah-6	Coconut Powder, Jowar	12L	Rs 70	Rs 6000	40 Houses	No Veterinary Care
3	J. Ramu	Murrah-10	Green Grass, Jowar	16L	Rs70	Rs 3500	50 Houses	Low Market Price
4	E. Ramu	Murrah-6, Jafarbadi-2	Green Grass, Jowar	12L	Rs70	Rs 4800	40 Houses	Need Insurance Because Of Market Fluctuations
5	Satyanarayana	Murrah-6	Green Grass, Jowar	12L	Rs70	Rs 4800	50 Houses	Low Market Price
6	Bhargav	Murrah-6	Coconut Powder, Jowar	5L	Rs 50	Rs 1200	40 Houses	No Disease Control Center
7	Srinivas	Murrah-6	Coconut Powder, Jowar	5L	Rs 70	Rs 6000	40 Houses	No Cold Storage Near By
8	Sambaya	Murrah-6	Coconut Powder, Jowar	5L	Rs70	Rs 6000	40 Houses	No Transportation Facility
9	Venkatramaya	Murrah-6	Green Grass, Jowar	12L	Rs 50	Rs 1200	40 Houses	Low Market Price
10	Sivudu	Murrah-6	Green Grass, Jowar	12L	Rs 50	Rs 1200	40 Houses	Low Market Price
11	Sambasiva Rao	Murrah-6	Green Grass, Jowar	12L	Rs 70	Rs 6000	40 Houses	Low Market Price
12	Ramanarao	Murrah-6	Green Grass, Jowar	12L	Rs 70	Rs 6000	40 Houses	Low Market Price
13	Babji	Murrah-6	Green Grass, Jowar	12L	Rs 70	Rs 6000	40 Houses	No Cold Storage Near By
14	Ramesh	Murrah-6	Coconut Powder, Jowar	12L	Rs 70	Rs 6000	40 Houses	No Transportation Facility
15	Buchi Babu	Murrah-6	Coconut Powder,	5L	Rs 50	Rs 1200	40 Houses	Low Market Price

CHALLENGES

1. **Logistical constraints:** The Challenges of transporting perishable milk from rural areas and maintaining product integrity remain major obstacles.
2. **Infrastructure deficits:** There is still a gap in the availability of modern cold storage, processing and packaging facilities
3. **Health management:** Cattle are suspectable to various pests and diseases that can significantly impact milk yield and quality
4. **Market penetration:** Dairy products (organic milk) through growing in demand, remain a premium offering that struggles to reach price sensitive-market
5. **Access to finance:** Despite offering financial support, many small-scale dairy farmers still struggle access to credit, which limit their ability to invest in Dairy Farming practices
6. **Informal-employment relationships:** Absence of clear employer-employee relationships in Dairysector
7. **Traditional technique:** They do not have skill to use modern technology. their production is local oriented, they bear heavy workload due to their labor-intensive work, they are unable to compete with machine products
8. **Poverty and Exploitation:** Poor economic background compels them to remain as unorganized workers. They are not able to mobilize more resources to increase productivity.

THE WAY FORWAD

1. **Simple contribution mechanism:** Developing easy payment systems adapted to irregular income patterns of informal workers
2. **Public awareness campaigns:** Enriching knowledge about available schemes (NDDB) and entitlements among Dairy farmers
3. **Market access:** Building market linkages to connect farmers with buyers both Rural and Domestically
4. **Branding and promotion:** Establishing and promoting "BHADRADRI" milk as a brand as a mark of authenticity, purity for Bhadradri Organic Products
5. **Strengthing existing dairy farmers through Co-operatives:** Dairy farmers through cooperatives will be

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strengthened by providing infrastructure such as Automatic milk collection units, Data processing equipment, Testing equipment and Bulk milk coolers

6.**Nesuring fair prices:** Guaranteeing fair prices for farmers by eliminating intermediaries and improving market access through co-operatives.

Photo Gallery











CONCLUSION

Dairy farming plays an important role in the rural economy of villages around Paloncha. It provides regular income, employment, and nutritional support to farming families. The study shows that most farmers depend on traditional methods and face problems like high fodder costs, animal diseases, and low milk prices.

Proper veterinary facilities, training programs, better milk prices, and government support can greatly improve dairy

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farming. Strengthening dairy cooperatives and encouraging modern practices will help enhance the living standards of rural people and promote sustainable rural development.

This survey helps understand the role of dairy farming in rural livelihoods around Paloncha and identifies areas where government and cooperative support can improve farmers' income.

Sample Student Survey on Dairy Farming
Area: Villages around Paloncha
Purpose: To study dairy farming practices, challenges, and benefits to rural households

1. General Information

1. Name of village: _____
2. Age of respondent:
   ☐ Below 25 ☐ 25–40 ☐ 41–60 ☐ Above 60
3. Gender:
   ☐ Male ☐ Female
4. Education level:
   ☐ Illiterate ☐ Primary ☐ Secondary ☐ Higher
5. Main occupation:
   ☐ Farming ☐ Dairy farming ☐ Labour ☐ Other _____

2. Dairy Farming Details

6. Do you own dairy animals?
   ☐ Yes ☐ No
7. Type of animals owned:
   ☐ Cows ☐ Buffaloes ☐ Both
8. Number of animals:
   ☐ 1–2 ☐ 3–5 ☐ More than 5
9. How long have you been involved in dairy farming?
   ☐ Less than 2 years ☐ 2–5 years ☐ More than 5 years

3. Milk Production and Income

10. Average milk production per day:
    ☐ Less than 5 liters ☐ 5–10 liters ☐ More than 10 liters
11. Where do you sell milk?
    ☐ Local market ☐ Dairy cooperative ☐ Private vendor
12. Monthly income from dairy farming:
    ☐ Below ₹5,000 ☐ ₹5,000–₹10,000 ☐ Above ₹10,000

4. Facilities and Support

13. Do you get veterinary services nearby?
    ☐ Yes ☐ No
14. Do you receive government support or subsidies?
    ☐ Yes ☐ No
15. Are you a member of a dairy cooperative?
    ☐ Yes ☐ No

5. Problems Faced

16. Major problems in dairy farming (tick all that apply):
    ☐ High fodder cost
    ☐
17. Animal diseases
    ☐ Low milk prices☐ Lack of veterinary services
    ☐ Water shortage

6. Opinion and Suggestions

17. Is dairy farming profitable?
    ☐ Yes ☐ No ☐ Sometimes

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18. Would you like to continue dairy farming in the future?
    ☐ Yes ☐ No
19. Suggestions to improve dairy farming in your village:

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