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**Report of Survey Conducted on
Developing strategies to increase production and
enhance market linkage of milk**



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INTRODUCTION

Dairy farming is as old as agriculture. For such places where agriculture is dominate the local economy allied activities are best sources of income. The chances of development of such activities are more. In Munger percentage of indigenous species of cattle are high. As it lies on the gangetic plain region, so agriculture is main occupation of the people & cattle keeping is also traditional occupation. Men dominate these both occupations, but the participation of women can't be ignored. At household level contribution of women is always more than the men. It is the need of today to focus on that ignored part to empower the women.

Objectives of the study

The objectives of the study are following –

A-To identify the potential area for the production of milk

1-To identify locally available resources

2-To identify potential for the formation of the milk co-operative societies

3-To identify major problem faced &their bottleneck & their causes.

B-To Identify marketing process & price mechanism

1-To identify method of marketing.

Research Methodology

1.Area of investigation is existing production of milk.

2.Let sample size (n)=5%

Total size of the universe (N)= Total no. of the villages of particular block

Then,

No. of the villages covered=Size of Universe *Sample size

Block	Sadar Munger	Bariarpur	H. Kharagpur
Size of Universe	84	50	100
Sample Size	5%	5%	5%
Total no. of villages covered	4	2	6
Non intervention area - No of villages covered -Name of villages covered	50% , 2 -Pir Pahar(Toffir), -Dih (Sitakund)	50%, 1 -Naziza	50%, 3 -Parsando -Harkunda -Lakhmipur

Intervention area	50%	50%	50%
- No. of villages covered	2	1	3
- Name of villages	Nandlalpur Shakarpur	Kalyanpur	vanversha(yadav Tolla) Phulwaria Rai tolla

No. of the schedules filled in each villages=5

AREA PROFILE

The research has been done in three blocks of Munger district of Bihar. The three blocks were- Sader Munger, Bariarpur, & Havili kharagpur.

Munger district is located in the southern part of Bihar& is located on the southern bank of river Ganges. It encompasses an area of 1419.75 sq Km. It lies between On north side river ganges makes the boundary of Munger & in other three sides. It is surrounded by Bhagalpur, Jamui, Lakhisarai, Begusarai, & Patna respectively in east, southwest & western side.

From the administrative & development point of view,Munger is divided into 9 blocks namely Munger, Bariarpur, Jamalpur, Dharhara, H. kharagpur, Tetiabamber, Tarapur, Asarganj & Sangrampur. Its topography is characterized by Diara, Tal, Plain & hilly region .In summers maximum temperature rises upto 45 C. In winter temperature varies from 3.5 C to 9 C.The population of the Munger is 11,35,499(Census-2001). The overall literacy of Munger is 60%.

Sl. No	Block Name	Geographical Area (sq. Km)	No of gram panchayat	No. of villages	Population
1	Sadar Munger	23,282	13	84	296950
2	Bariarpur	22,433	21	100	92,431
3	Haveli Kharagpur	37,917	25	50	1,81,008

Findings

BLOCK-SADAR MUNGER

A-NANDLALPUR

Panchayat- Mai

Location- On Sitakund road just beside the road

Production

People of this village prefer buying heifer rather than lactating cattle & they invest on feed & fodder.The price of heifer generally ranges from Rs.4000 –6000.Some of the women have taken loan from bank & started dairy farming.These people have no land so they buy feed

& fodder from other places. The per day expense per cattle is Rs. 100, If they buy from others. The whole family participates in taking care of cattle. The rate of lactating cattle depends on its milk yielding capacity. It is at present Rs. 2000/L.

Marketing

Local middle men (Duhab) play an important role in marketing. Women do not want to go outside from their village for selling milk. Middle men come to take milk from their home everyday. Middle men buy & sell milk in two different units. They buy milk in *patha* & sell it in Litre.

1 patha = 1250 ml

The rate given by the middle men is following-

Cow = Rs 12 /L

Buffalo = Rs 14 /L

This rate varies according to season.

SEWA INTERVENTION

SEWA can organize those women who are engaged in dairy & through them it can also mobilize other women. It is most suitable place for opening a milk collection center (MCC) because it is just beside the road & distance of Shankarpur & Pir pahar from this place is hardly 2 Km.

B-SHANKARPUR

Panchayat- Shankarpur

Location- 2 km away from Nandlalpur, & just opposite the Doordarshan centre (Pir Pahar)

PRODUCTION

In this village there is no such family without having cattle. Most of the people having land in diara as well as in their village also. They brought dry fodder from Diara. They also grow green fodder like Sudan & Oat. In rainy season they use Dub grass as green fodder. They grow maize as a fodder. There is a family who has the highest no. of cattle (25) & is commercially engaged in dairy. Mainly cattle are kept for self consumption & they sell surplus production.

MARKETING

Most of the milk producers sell milk to the middle men & middle men buy milk in *patha*. Most of the middle men belong to this village. The rate taken by milk producers are following-

Cow = Rs 12-13/ patha

Buffalo = Rs 13-14/ patha

The middle men sell milk to the tea stall, sweet shops & liquid milk consumer in the town.

SEWA INTERVENTION

It is high production area of milk. To tap the surplus production of milk SEWA should intervene this village.

C-PIR PAHAR

Panchayat- Mai

Location- 2 Km away from Nandlalpur, on the road of the Doordarshan center & just behind the Shiv Gurudham.

PRODUCTION

In this area those type of people are living who have been migrated from other side of the ganga. They have large no. of cattle so that they kept cattle in Diara & one male member of the family used to stay there. In Diara they also practiced agriculture so they have lot of crop residue to use as a fodder. At present they have very little land holdings where they lived & also kept some cattle for self consumption of milk. They not bring milk from Diara but they sell it to the middle men in Diara.

MARKETING

Most of the families have their own cattle so that there is very less local buyers of milk. Middle men came from other villages & take milk at the rate of following-

Cow = Rs 12/patha

Buffalo = Rs 13/patha

SEWA INTERVENTION

To tap the high production of milk SEWA intervention is necessary.

D-DIH SITAKUND

Panchayat - North Chworan

Location - On Sitakund road, ½ Km ahead the Sitakund .

PRODUCTION

Most of the families are engaged in agriculture & they also having cattle. There are not any such group like SHG. They used crop residue as dry fodder. They also like to grow green fodder like Sudan, because it is sown once & harvested thrice. They used maize & powder of rice as feed. They are well aware about benefit of the artificial insemination & called doctor from Nawagarhi for AI & also when cattle suffer from diseases.

MARKETING

They sell milk to the middlemen & these middlemen came from other villages. They get financial support from middlemen for various activities like household expenses, buying new cattle or for any other activity. They sell milk to the middlemen at the following rate-

Cow = Rs.14/L

Buffalo = Rs.15/L

This rate is flexible according to season like in lagan (marriage) season they get highest price for milk.

Cow = Rs.16/L

Buffalo = Rs.18/L

SEWA INTERVENTION

It is high production area & women of this village are ready to participate in dairy farming.

CONCLUSION

There is high potential for the production of milk in this block.

-Cattle are in good number.

-Places are access through road

-People are aware about Artificial insemination & also use veterinary services.

-People know about the green fodder & they also grow different types of green fodder like Sudan, Oat etc.

-Market is tapped by middlemen.

BLOCK- BARIARPUR

A- KALYANPUR

Panchayat - Karharia

Location -On NH 80 , just beside the road,near Fulkiya agarbatti center

PRODUCTION

In this village cattle are not in large number. Some of the people having cattle but people have no land so that they have to buy fodder for cattle. Women are mainly wage labour & they get work only in sowing & harvesting season.

MARKETING

There is a milk collection centre of BAIF at 'Fulkiya'. So they give milk in the milk collection centre.

SEWA INTERVENTION

Women have interest in this new activity & they are use to of hard labour so SEWA can mobilize them for more production.

B-NAZIRA SITARAMPUR NO. 1

Panchayat – Nirpur

Location –Behind Asha Tolla (Kumarpur)

PRODUCTION

A very few people having cattle & they have to buy feed & fodder. Production is very little that consume within village.

MARKETING

They sell milk within their village & they get fair price for it.

SEWA INTERVENTION

There is a milk collection centre of BAIF, half Km away from this place. According to me there is no need to establish any collection center because this area is already covered by BAIF but women can be mobilized for the more production of milk.

CONCLUSIONS

- The villages of this route are covered by BAIF.
- Women of these villages are used to of hard labour.
- People of this area are well aware of artificial insemination & take benefits of this facility.
- People of these villages are not self sufficient in fodder production.

BLOCK-HAVELI KHARAGPUR

A-PARSANDO

Panchayat – Baijalpur

Location – On the way of Kharagpur,3 Km before kharagpur just beside the road.

PRODUCTION

People who having land are not require buying fodder & feed but those who not having land are require buying fodder. Some people are doing this commercially but most of them are traditionally engaged. They also produced green fodder for cattle. They are aware about artificial insemination. They prefer it.

MARKETING

They sell milk within the village, or in neighbouring village. The price they get for milk is Rs.15/L for cow & Rs.16/L for buffalo milk. There is no middleman.

SEWA INTERVENTION

People are well aware about commercial dairy farming. It is most suitable place to open a milk collection centre. Through this centre milk of other villages can also collected.

B-HARKUNDA

Panchayat -Parsando

Location - 2 Km away from Parsando on east side.

PRODUCTION

In this village cattle are in good no. Most of the people are engaged in farming. They haven't buy fodder from outside. Their cattle are indigenous. They know about artificial insemination but they did not prefer it because they think that hybrid species are not suitable for their area.

MARKETING

Village is 2 km away from road.what ever they produced they used at household level. They never go for selling milk.

SEWA INTERVENTION

Through intervention SEWA can use milk production capacity of village for generating income for villagers. Milk of this village ban is collect at Parsando.

C- LAKHMIPUR

Panchayat -Naki

Location -Near Lochi bazaar,1/2 Km left from Kharagpur road.

PRODUCTION

Per day production of milk in this village is around 30- 40L. Most of the people are farmers & they have their own land so they do not have to invest much on feed & fodder. Women of this village are interested in dairy farming because they produced good amount of milk.

MARKETING

They sell milk to the local residents at fair price of Rs. 15/L for both cow & buffalo. If they get assured market for milk then milk production will also increase.

SEWA INTERVENTION

Women of this village worked in their own field so they can do more labour on dairy, to get extra money. In this village one milk collection center should be open to tap the surplus production of neighbouring area.

D- VANVERSHA (YADAV TOLLA)

Panchayat - Pashmi(west) Ramankabad

Location - On the Kharagpur Lake road, half Km away from Kharagpur SEWA office.

PRODUCTION

People are commercially engaged in milk production. They have cattle of both species like indigenous & hybrid (exotic). They are well aware about artificial insemination & use this facility to develop the breed. For some families it is main source of income for some other families it is supportive income source.

MARKETING

As they are purposely engaged in this activity so to get more profit they sell it in near by town at fair price to tea stalls & sweet shop.

SEWA INTERVENTION

To tap the surplus production, SEWA should intervene this village & also to tap the milk production of neighbouring villages like Motiya Tari, Gandhi Tolla.

E-PHULWARIA

Panchayat - Pashmi (west) Ramankabad

Location - On the Anumandal road, 2-3 Km far from the government veterinary Centre.

PRODUCTION

Most of the families having cattle but cattle are indigenous. This is hilly area. The per day milk production of one cattle is around 1 Kg. They left cattle for grazing, they not feed cattle properly. They not prefer keeping hybrid cattle.

MARKETING

Production is very little so they not go for sale.

SEWA INTERVENTION

At this place women's participation in cattle keeping are high so SEWA can easily promote them for dairy.

F- RAI TOLLA (BHABHI KURA)

Panchayat - Pashmi (west) Ramankabad

Location - Near Phulwaria

PRODUCTION

Most of the villagers like to keep cattle mainly buffalo. Production is very little. They not prefer artificial insemination. They not buy dry fodder. They not grow any green fodder.

MARKETING

Whatever amount they produced they sell some amount of milk in the town & rest they used at household level.

SEWA INTERVENTION

Men of this village are migrated for search of labour for a long period of the year & they come only in farming season .At that time women used to stay in the home. If they will given home based traditionally income-generating activity, then they can go for it.

Conclusion

- There is good number of cattle in this block.
- People are dependent on private doctors for veterinary services.
- The condition of road is not good.
- Women of this block are on an average interested in dairy.

OVER ALL CONCLUSION

Munger is most suitable area to start dairy farming because

- It is well connected with other place through road & road are also in good condition.
- People are well aware about AI.
- To provide direct profit to the milk producers it is necessary to reduce importance of middlemen.
- In most of the places people have sufficient fodder.
- Women of this area are use to of hard work ,so they can do it.

MEETING WITH SUDDHA

Facility that will be provided by SUDDHA-

- 1- On cost basis SUDHA will provide container & other equipments for milk collection center.
- 2- At any level any type of Technical skill training is required then SUDHA is ready to give training, but expenses have to borne by SEWA.
- 3 - If SEWA's proposed milk collection centre lies on their route, they will cover those centres, if not then they will manage for it.