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## **Case Study on Successful Dairy Farmer of Virudhunagar District**

**V. Jothika<sup>1\*</sup> and R. Rajasekaran<sup>1</sup>**

<sup>1</sup>*Department of Social Sciences, Agricultural College and Research Institute, Killikulam -628252, India.*

### **Authors' contributions**

*This work was carried out in collaboration among all authors. Author VJ managed the literature searches designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Author RR managed the analyses of the study. All authors read and approved the final manuscript.*

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## **ABSTRACT**

Food security means that all people must have access to adequate, healthy, reliable and nutritious food both physically and economically in order to meet the nutritional needs and food priorities that are necessary for an active and healthy life at all times. Dairy farming in today's world is an essential system of agriculture to meet out the growing nutritional needs of the country. India is the largest milk producer and the second largest milk products producer in the world. This paper deals with the case study of a dairy farmer Mr. Perumal who had experience of thirty years in dairy farming and hence runs a dairy farm successfully which is located at the Alagiyanallur village of Virudhunagar district. Case study method of research was adopted. The data was collected through the semi-structured personal interview schedule and the results were documented. He owned about 1.5 acres of land in which the Cumbu Napier Co 4 for feeding the livestock were grown. His dairy firm comprises of 20 milch animals, 10 goats and 50 chickens. He runs his firm in terms of low investment since the seeds were distributed to him at free of cost as he was a member of SEEDS company which is located at Mallaginar village and the chickens were fed with the ration rice. It was found that the success factors of his firm were the selection of HF breed

*\*Corresponding author: E-mail: [jothikavasuthevan@gmail.com](mailto:jothikavasuthevan@gmail.com);*

which is the high milk yielding breed followed by the proper maintenance of the livestock from diseases and the feeding of Krishi Bypass cattle feed. He initially had five animals left over by his father and later he developed his firm by availing loan from the bank. He mainly concentrates on the dairy farming. The expenses and the returns of the firm were recorded and documented. He had helped his villagers for the start up of the dairy farming as he came to know the importance of dairy production and he also provided the advices on the management practices of the livestock. He had further planned to develop his success path by starting up a dairy enterprise. SWOC analysis was conducted and the findings were documented. The factors that contributed for his success include Selection of HF breed, Maintenance of the livestock from diseases, Feeding provided along with the Krishi Bypass cattle feed.

**Keywords:** Dairy farming; milk; firm; livestock; success.

## 1. INTRODUCTION

Food security means that all people must have access to adequate, healthy, reliable and nutritious food both physically and economically in order to meet the nutritional needs and food priorities that are necessary for an active and healthy life at all times.

Milk is a major source of dietary energy, high-quality protein and fat. It can make a significant contribution to meeting the required nutrient intakes of calcium, magnesium, selenium, riboflavin, vitamin B<sub>12</sub> and pantothenic acid. Milk from some animal species can also be a source of zinc and vitamins A, C, D and B6 (FAO). Cow's milk is an important dietary component of every human's life. According to *Today's Dietitian*, an analysis of over 20 clinical trials suggests that an increased milk intake can boost muscle mass and strength during resistance exercise in both younger and older adults.

Dairy farming is the practice of production and marketing of milk. Dairy farming helps the farmers in increase of income by means of fresh milk and other dairy products as well as access to the nutritious food. The National Commission on Agriculture [1] also stated that, next to agriculture, dairy enterprise is an important subsidiary industry in the Indian economy. At the household level; dairying plays an important role in determining the economic condition of 70 million farm families [2]. Milk and milk products contain all the essential nutrients capable of fulfilling the needs of all age group of people since milk forms an indispensable part of their dietary structure [3]. Tamil Nadu livestock contributes about 45.62 per cent to the state's agricultural output. Holstein Friesian breeds are reared in the hilly areas and in Districts like Nilgiris, Coimbatore, Dharmapuri, Dindigul, Erode, Karur, Krishnagiri, Kanyakumari and

Tiruppur where the climate is conducive for rearing this breed (Policy Note, 2020-21).

Tauer and Mishra [4] found the efficient small US dairy farm produced milk at a cost only slighter greater than the efficient large farm, but the typical inefficient small dairy farm had much greater cost than the efficient, or even the inefficient large dairy farm.

The dairy entrepreneurship increases the standard of livings to dairy farmers [5]. Dairy farming can be promoted further by involving young educated people with the help of specialized dairy schemes [6].

This study was purposively chosen to know the practices which were carried out by the farmer to improve the milk production and how he meet the nutrition requirement of the village. This paper also deals with the economics of his farm which comprises of 20 milch cows, 10 goats and 50 chickens.

## 2. METHODOLOGY

The present study was conducted in Alagiyannallur village of Virudhunagar district in Tamil Nadu where the farm was located. Alagiyannallur is a Village in Kariapatti Block in Virudhunagar District of Tamil Nadu State, India. It is located 12 KM towards East from District head quarters Virudhunagar. 14 KM from Kariapatti. 532 KM from State capital Chennai. The Case Study method was followed here. The study was conducted for a day. Case study helps explain both the process and outcome of a phenomenon through complete observation, reconstruction and analysis of the cases under investigation. The farmer was interviewed personally and data were recorded as per the farmer's response.

### 3. RESULTS AND DISCUSSION

#### 3.1 Profile

Mr. Perumal aged 50 years was doing dairy farming in a village named Alagiyanallur near Virudhunagar. He owns one and half acres of land in his village in which he grows fodder for the livestock. He had educated up to sixth grade. He looks after his field, dairy unit as well as a small shop which he owns. His family includes himself, his wife, his son and his daughter. He had 30 years of experience in dairy farming. The dairy farming has been practiced from his ancestors and he has a very good experience in it. Initially he had only five animals later he developed it into twenty by availing loan at the bank. Now he had repaid all his loan and he is able to purchase animal on his own. He was a member of SEEDS, a private firm which is located at the Mallanginar village of Virudhunagar district.

#### 3.2 The Dairy firm

The following table depicts the particulars of the dairy animals present in the firm.

**Table 1. Particulars of animals present in the firm**

Dairy animals	No. of animals
Milch cow	20
Goat	10
Hen	50

The above mentioned milch animals belonged to the breed Holstein Friesian except one which was a Jersey cow. He procures these Holstein Friesian cows from Aundipatti taluk of Theni District. He also stated that this kind of breed yields more milk than the latter one. A cow yields about twenty litres of milk per day at the rate of ten litres at each in the morning and evening. A cow bears a heifer about once in two years. The goats and hen were reared for the purpose of meat. The firm was maintained by him, his son and a labour. regularly washes his animal twice a day during summer.

#### 3.3 Economics of the Firm

**Table 2. Expenses of the firm**

Particulars	Cost (in Rs.)
Setting up of shed	50000
Purchase of cow	70000/ animal
Labour charge	350/ day
Transport charges	100/ day

**Table 3. Income of the firm**

Particulars (Selling price)	Cost (in Rs.)
Cow	70000/animal
Goat	500/ kg
Chicken	300/ kg
Milk	28/ lit

#### 3.4 Marketing

Milk was marketed to the cooperative society in the Virudhunagar at the rate of Rs.28 per litre. He takes about 5 litres for his home consumption and the remaining milk was been sold to the society. Each cow yields about 20 litres per day and therefore around 395 litres of milk were sold per day. First the milk were marketed to the Arokya company. But during transportation adulteration was done by the contractors and the payment was not made properly by the company. Milk quality and safety pause serious threats to smallholders participating in milk marketing [7]. So he withdrew the supply and started to supply the milk to the cooperative. He had been known well for the quality of milk he produces.

### 4. CONCLUSION

Smallholder livestock ownership has potential to enhance food security by raising incomes of the poor and by increasing the availability of nutrient-dense foods. Mr.Perumal who was a small livestock owner stated that the success for his dairy production were the Selection of Holstein Friesian breed, the feeding materials of the animals which includes the Krishi Bypass cattle feed which was provided by the SEEDS company of the locality and the proper management of the animals from disease. He regularly washes his animal twice a day during summer. The quality of his milk was due to the feeding of Krishi cattle feed. He said that his son is also entering into these activities and he will take care of the firm soon. He helped his fellow villagers to avail loan to start up dairy firm as he came to know the importance of dairy production. He had a plan to develop his firm further with more number of animals so that he could improve the production of milk and meet out the growing needs of his and nearby villages. He has a plan to start up a dairy enterprise and produce milk products of good quality and market it to the villages through his shop.

## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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