

Studies of dairy value chain : Identify challenges and opportunities for development of dairy in Mahoba

Sudhir Kumar Rawat¹, Sarju Narayan² and Manish Awasthi³

Received October 12, 2015 and Accepted January 9, 2016

ABSTRACT : Dairy industry plays a crucial role in agro-based economy of country it provides enough scope to the rural and sub-urban people to earn extra money in their leisure time. On this line the study was conducted to characterize the dairy value chain and to identify challenges and opportunities for development of the dairy industry in district Mahoba, Bundelkhand region of UP. The study reveals that dairy value chain working as unorganized way. The roles and functions of all the factors in the value chain were not clear and there was a weak link between milk producers, traders and other stakeholders. Shortage and high cost of feed, lack of institutional support who provides dairy related information, disease prevalence, lack of technical support, and lack of dairy related technologies were the major constraints found related to milk production whereas problems related to milk marketing include lack of quality control of milk, lack of cooling and storage facilities at milk vending sites, poor quality of milk supplied from rural areas, sale of raw milk, inappropriate milk handling and storage vessels, and spoilage of milk due to lack of preservation and processing facilities. The major opportunities for the development of the dairy sector in Mahoba include high demand of milk, presence of enabling policy that encourages investment in the dairy sector, absence of competitors, and easy access to transportation systems. Thus, in order to develop the Mahoba dairy industry, all the challenges identified in this study need to be carefully considered and addressed. Moreover, coordination and intervention strategies should be designed and applied across the entire value chain in order to develop the dairy sector.

Key Words: Bundelkhand, dairy value chain, development, opportunities and milk.

Table-1 : Productive and reproductive performance of local and crossbred cows in study area.

Variables	Breed of cows	
	Local	Crossbred
Average number of cows	227	35
Average daily milk yield (kg/cow)	1.5	8.65
Average lactation length (days)	207	260
Average lactation milk yield (kg/cow)	310.5	2249
Average calving interval (days)	470	413

Table-2 : Major milk suppliers to Mahoba city.

Category	Milk suppliers	Type of milk
Urban	Small–medium scale urban dairy farms	Cow, Buffalo
Peri-urban	All Tahsil	Cow and Buffalo
Rural	All Villages	Cow, Buffalo Goat and Sheep

Table-3 : Price, mode and cost of milk transport in Mahoba.

Variables	Market agent	
	Producers (n = 20)	Traders (n = 10)
Price of milk/L (Rs)	30	40
Average amount of milk (L) sold/day /farmer or trader	4.5	38
Mode of payment	Cash, Cash in advance	Cash
Mode and average cost of transport (Rs/month)	Bicycle 360	–
	Motorcycle 1125	
	Tempo 700	
Sales outlet (Chatta)	Individual consumers	Individual consumers
	Retailers (milk shops), hotel	
	Restaurants, sweet shop	

n = number of respondents; L = liters.

Table-4 : SWOT analysis of the dairy sector in Mahoba.

Strengths	Weaknesses
Attractive milk price Cheap labour More grazing land	Low milk production high feed cost and Limited supply Shortage of skilled/trained staff Absence of quality control for milk Lack of high yield breeds Absence of milk processing plants Lack of extension service Lack of cooling and storage facilities Incidence of animal diseases Absence of dairy cooperatives/milk groups Lack of milk collection centers Lack of better management Lack of A.I. and vaccination programme
Opportunities	Threats
High demand for milk Employment generate Development dairy entrepreneurship Less competitors in the dairy sector	Sale of raw/unpasteurized milk Poor water availability The high ambient temperature of the area Hot climate Conducive investment policy Access to train and bus transportation systems

