

Scoping Study To Evolve Product For Livestock Development Through Farmer Producer Organizations In Ponnamaravathi Federation of Pudukottai District, Tamil Nadu

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Abstract- *The economy of these villages was mostly substantial in nature, but due to the modernisation in the farming system the investment in farming increases in such a manner that farmers have to outsource the minimum investment amount. But there is very little scope to get this money from a mainstream financial institute. The financial institute like banks does not think poor farmers creditworthy, as a result, they rely on the local moneylender and got trapped into the vicious cycle of poverty. In such cases, farmer producer organisations are showing some hope to the farmers to get a fair deal for the farm loan. Livestock is not only an income-generating enterprise but also it reduces the cost of agriculture. So most of the rural farming families always keep some livestock to cross-subsidise the output and input accordingly. This study was done at Ponnamaravathi block of Pudukottai district, Tamil Nadu. The state, district and block was purposively selected for the organizational demand and the villages are selected by the availability of proper respondents, the category to select the villages were the village must have a family number of more than 150. A total 80 samples were collected from this villages through stratified random sampling. Livestock production has grown faster than agricultural production in Ponnmaravathi block. The people who are now an individual farmers have to spent minimum of Rs.1000 for one animal to get a good deal. . In those 5 village there are no veterinary doctor available, and the milk middle man taking the advantage of their low bargaining power. If we look at this present scenario it is need to promote FPO.*

Keywords- Livestock, Credit, Tamil Nadu, FPO

I. INTRODUCTION

India is a country of 6.65 lakh villages. According to a study of Tripathy (2020)¹, a village is a geographically distinguishable place which is the habitat of some human beings who live in groups called family are socially, culturally, and economically interrelated with each other. The

economy of these villages was mostly substantial in nature, but due to the modernization in the farming system the investment in farming increases in such a manner that farmers have to outsource the minimum investment amount. But there is very little scope to get this money from a mainstream financial institute. The financial institute like banks does not think poor farmers creditworthy, as a result, they rely on the local moneylender and got trapped into the vicious cycle of poverty. In such cases, farmer producer organisations are showing some hope to the farmers to get a fair deal for the farm loan.

In the thesis of farming system and migration Tripathy (2020)² mentioned that livestock is not only an income-generating enterprise but also it reduces the cost of agriculture. So most of the rural farming families always keep some livestock to cross-subsidise the output and input accordingly. This study mainly focuses on recent livestock trends and existing livestock practices and what are the products and services rendered after forming the FPO in Ponnamaravathi block. FPO is a Farmer Producer Organization where the members are farmers. It deals with business activities related to the farm produce and it works for the benefit of the member producer. Livestock production has grown increasing than agricultural production in Ponnmaravathi block. The population of livestock as per 2019 record in Ponnamaravathi block is Cattles-30,039 Buffalo-127 Goat – 45693 Sheep- 7839. Keeping all this information in mind the current study was done by focusing the following objectives.

1. To enumerate the existing livestock rearing practices in Ponnamaravathi federation of Pudukottai District.
2. To derive the economics of different livestock livelihood and marketing products.
3. To estimate the potential for starting livestock as a credit product for members of Vayalagam and Kalanjiam.

II. STUDY AREA AND METHODOLOGY

This study was done at Ponnmaravathi block of Pudukottai district, Tamil Nadu. The state, district and block was purposively selected for the organizational demand and the villages are selected by the availability of proper respondents, the category to select the villages were the village must have a family number of more than 150. Such five villages were selected and a total 80 samples were collected from this villages through stratified random sampling. But before designing the interviews schedule to understand the block in a holistic manner the participatory tools were used. According to Tripathy and Khan (2020)³ participatory tools helped in understanding and designing of a better interview schedule. To estimate the cost of cultivation of the different farm produced the schedule of Tripathy and Agarwal (2020)⁴ was taken as a references. For pilot Survey or pre testing, draft interview schedule was preparing and distributed it among 4 respondents and based on their answer main interview schedule was modified. Focussed group discussion were conducted to understand the cost economics (Feeding) of cow and benefits. Period of data collection was 5-10 days for village selection and pilot survey 20 days for completing sample survey.

III. RESULTS AND DISCUSSION

Livestock production has grown faster than agricultural production in Ponnmaravathi block. In this area strong network of dairies are there (Aavin and Arokya). Regularly they are coming to village for collecting milk but respondents get very less price from that. In those 5 village there is no veterinary doctor available. But government veterinary staff are coming from outside to village when people called and the negetive side is in those area government veterinaries present within their reach sometimes, they are also not coming. So, in emergency they have to approach private veterinary doctor and spend extra money.

All the respondent in Kalanjiam and Vayalagam have milch animal but they are selling milk to private milkman where they are not getting good price for milk so there is an opportunity to promote FPO. As per sample survey, 68% of respondents have awareness about livestock scheme but they don't know the official procedure hence still no single respondent gets the benefit from that. Many times, bank officers are not giving the proper information to the borrower about the loan product so most of the time they approached to SHG group only. In Ponnmaravathi block there are no big market to of livestock. They have to go Mannparai which is located in Trichy.

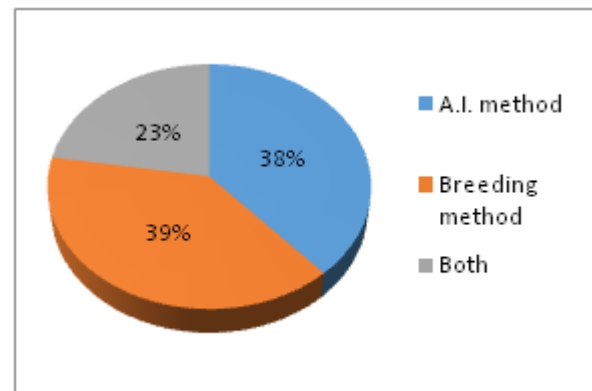


Figure 1 Details of the breeding methods

district an extra money for transportation approximately Rs. 1000 they have to spend for any kind of dealing. Clearly, increased livestock production will depend ultimately on the adoption of appropriate technology, good and improved support services, develop infrastructure and access of market to stimulate increased productivity.

As per sample survey, 38% of respondents are use Artificial Insemination method for that they use Jersey and Holstein Friesian breed, 39% respondents are use traditional method of breeding and 23% respondents are use both methods as per the availability, accesability and affordability. As per sample survey, 75% of respondents has livestock shed and 25% respondents don't have any shed there are many vulnerabilities those who tie the animal outside and in rainy season cow affected by diseases. As per sample survey, 31% of respondents are ready to form FPO 76% of respondents most of the members have outstanding amount is more than saving. As per sample survey, 31% of respondents who are ready to form FPO, 23.15% of respondents have outstanding amount of Rs 10000 to 100000. Livestock production has grown faster than agricultural production in Ponnmaravathi block. The development of livestock is constrained by minimal public sector investment and inefficient and poorly coordinated support services. However, the situation can be attributed to lack of any consistent strategy for livestock development. Inadequate analytical tools and lack of information on which to base decision making. In this area strong network of Dairies (Aavin and Arokya) daily they are coming to village for collecting milk and they provide very less price to the people. In those 5 village there are no veterinary doctor available. But government veterinary staff are coming to village when people called and positive side is in those area government veterinaries within their reach sometimes, they are also not coming. So, in emergency they have to spend extra money.

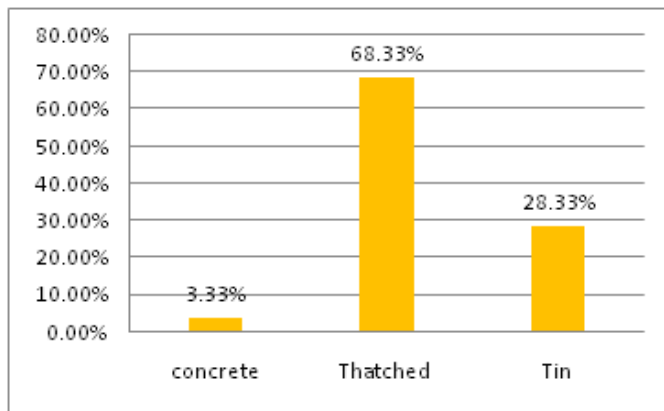


Figure 2 Details of the animal Shed

Tamil Nadu is famous for coconut production most of the farmers cultivate coconut crop from the coconut leaf they are making shed and its price also very less 68.33% of respondents has thatched shed, 28.33% of respondents has tin shed and 3.33% of respondents has concrete shed. Apart from this 93% of respondents are cleaning regularly and 7% of respondents are not clean the livestock shed regularly. In Ponnamaravathi block for any festival people are used to preferred non-veg food. 66.25% of respondents follow the sacrifices practices.

From the 80 respondents, only 6.72% of the respondents from Nerinjikudi village are selling milk at own level and apart from that 100% of Keelapatti livestock rears are selling milk to private milkman. Daily one vehicle came from Maharaja bakery, Pudukottai and they collect the milk from villagers. From Kandiyantham, Kulavaipatti, Malampatti and Nerinjikudi are selling milk 90%, 15%, 80%, and 93.3% respectively to dairy like Aavin and Arokya. In those

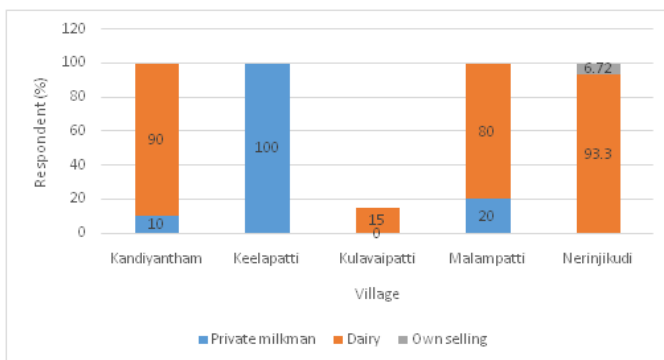


Figure 3 Village wise milk selling

villages strong networks of Aavin milk. The price of milk is depending on the fat present in milk. On the basis of fat milkman gives the price of milk to the customer. In the price of milk, there is a lot of inequalities. 1.25% get the price of Rs.40 and Rs 30, 22. 20% of respondents get a price of Rs.29. 48, 75% get the price of Rs. 28. 2, 50% of respondents

get the price of Rs. 27. 25%. Mostly the Aavindairy decided the price of Rs 28 if the fat present in milk is 3.5%. if fat is less than 3.5% so they give the price less than Rs. 28. Compared to other villages Kandiyantham highest quantity of milk is collected because this village mostly rear the Hybrid cows.

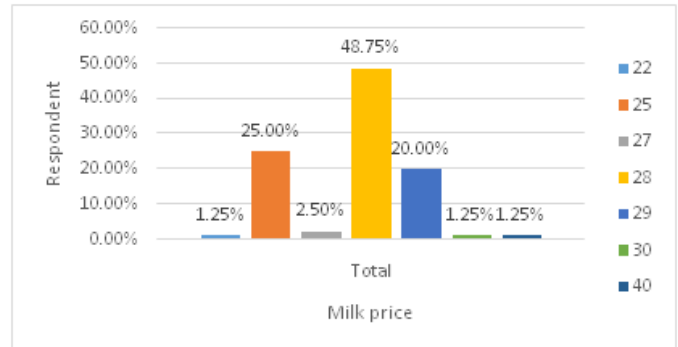


Figure 4 Inequality in price of milk

From those 5 villages 520 lit. of milk collected per day at Rs. 14487. So, this is the huge quantity of milk villagers daily collected but no one is there to guided them to make milking product as a village level from this they can earn more income. But if we look at the total price is also less and the Dairies makes a huge benefit from that. So, if we look at the present scenario of this Ponnamaravathi block, it needs to form the FPO and make the members understand the concept of FPO and its benefit by conducting meetings with the group members.

In Ponnamaravathi block there are no big market to purchase the livestock. They have to go Mannparai which is located in Trichy district so they have to pay the money for transportation approximately Rs. 1000. So if we look at this present scenario it is need to promote FPO. So that we can give the better benefit to the members. In Ponnamaravathi block surrounded by forest so there is no problem of grazing and 71.25% of people follows the grazing practices. Also, very less respondent is used to cultivate the fodder in their land so that they purchase from outside. Clearly, increased livestock production will depend ultimately on the adoption of appropriate technology, good and improved support services, develop infrastructure and access of market to stimulate increased productivity.

As per sample survey, 75% of the respondents has livestock shed and 25% of the respondents don't have any shed. There are many vulnerabilities facing those who tie the animal outside when there is rainy season cow affected by diseases and chance of loss of animal life. So, it is need to make the people aware and understand about insurance benefits. Also, 68% of the respondents are aware about

livestock entitlements but they didn't know how to approach the government official's and procedure to get benefit. Hence no one get the benefit from entitlement provided by government. However, there must be a framework and good policies and development strategies that facilitates such a development and also ensure that the full potential of livestock. The huge quantity of milk villagers daily collected but no one is there to guided them to make milking product as a village level from this they can earn more income. Hence, it is good opportunity to form FPO and guide the members for the value addition.

Cost economics of cow rearing and benefit

The below table shows that feeding quantity and price of fodder for 1 hybrid cow.

Table 1 Feeding of hybrid breed cow

Sr. No.	Feeding stuff	Price/kg	During lactation period		During dry period	
			Quantity(kg)	Price	Quantity(kg)	Price
1	Green fodder	-	18	Outside Grazing	14	-
2	Dry fodder	3	3	9	3	9
3	Concentrated feed	18	1.5	27	-	0
	Total		23	36	15	9

(Source: Focussed group discussion)

The below table shows that feeding quantity and price of fodder for 1 country cow.

Table 2: Feeding chart of country breed cow

Sr. No.	Feeding stuff	Price/kg	During lactation period		During dry period	
			Quantity(kg)	Price	Quantity(kg)	Price
1	Green fodder	-	15	Outside Grazing	12	-
2	Dry fodder	3	2	6	2	6
3	Concentrated feed	10	1	10	-	0
	Total		23	16	15	6

(Source: Focussed group discussion)

The below table shows cost estimation of hybrid and country breed cow.

Table 3:Cost estimation of cowrearing

Sr. No.	Quantity of milk lit/day		Price lit/month Consider (Rs. 28)		Fodder cost monthly		Annual veterinary charge and Maintenance	
	Hybrid	Country	Hybrid	Country	Hybrid	Country		
Jan	10	4	8680	3472	1395	682	800+1000	
Feb	10	4	7840	3136	1260	616		
March	10	4	8680	3472	1395	682		
April	8	3	6720	2520	1350	660		
May	8	3	6499	2604	1395	682		
June	6	3	5040	2520	1350	660		
July	6	2	4340	1736	1395	682		
August	6	2	4340	1736	1395	682		
September	6	2	3360	1680	1350	660		
Oct-Dec	-	-	-	-	4140	2024		
Total	54	25	55499	22876	16425	8030		1800

(Source: Focussed group discussion)

Profit from 1 hybrid cow

$$\begin{aligned} \text{Profit} &= \text{Output cost} - \text{Input cost} \\ &= 55499 - 18225 \\ &= \text{Rs. } 37274 \end{aligned}$$

Profit from 1 country cow

$$\begin{aligned} \text{Profit} &= \text{Output cost} - \text{Input cost} \\ &= 22876 - 9830 \\ &= \text{Rs. } 13046 \end{aligned}$$

IV. CONCLUSION

The growth of livestock was very high in the block than the agro sector but still there was no established market overthere. The people who are now an individual farmers have to spent minimum of Rs.1000 for one animal to get a good deal. In those 5 village there are no veterinary doctor available, and the milk middle man taking the advantage of their low bargaining power. If we look at this present scenario it is need to promote FPO. So that we can give the better benefit to the members. In Ponnamaravthi block surrounded by forest so there is no problem of grazing and 71.25 people follows the grazing practices. Also, very less respondent is used to cultivate the fodder in their land so that they purchase from outside. Clearly, increased livestock production will depend ultimately on the adoption of appropriate technology, good and improved support services, develop infrastructure and access of market to stimulate increased productivity. 68% respondents are aware about livestock entitlements but they didn't know how to approached the government official and procedure hence no one get the benefit from that. So, it is need to However, there must be a framework and good policies and development strategies that facilitate such a development and also ensure that the full potential of livestock.

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