

Dairy Value chain in the Kattumannarkoil block of Cuddalore District, Tamilnadu, India



P.Rajarethinam,
JORA Development Support Services P. Limited,
Flat No: G-1, Metro Court,
Plot No:5162, Ramnagar North 9th Street,
Chennai- 600091.
Ph.: +91 (44) 42835517
Mobile: 91 94444 01720
Email: joradss@gmail.com
www.joradss.org

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Abbreviations

AI- Artificial Insemination
CARE- International Development Agency.
JORADSS- JORA Development Support Services private Limited
KM- Kilometer
MFI- Micro Finance Institution
NGO- Non Governmental Organisation
PRI-Panchayat Raj Institution
REAL-Rural Education and Action for Liberation
SHG- Self Help Groups
SPSS- Spreadsheet a special software
VAO- Village Administrative Officer

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Introduction:

REAL-Rural Education and Action for Liberation is a non-government organization registered under Tamil Nadu society's registration Act 27 of 1975 with a mission to liberate the rural, poor and marginalized communities in Villupuram and Cuddalore districts from illiteracy, ignorance, exploitation and suppression of the power holders and free them from educational backwardness, social violence and economic marginalization.

REAL working in the field of promoting self help groups, non formal education to school drop outs, adult literacy, preschool education, bio farm activities rushed to the tsunami affected areas and rendered its relief support to the survivors of tsunami in the coastal part of Villupuram district that is adjacent to Pondicherry. REAL has promoted cooperative society to support the SHG members in marketing of milk. They are involved in promoting livelihood activities among the marginalized communities.

As part of strengthening the dairy activities, REAL expects to strengthen the same by exploring the value chain in Kattumannarkoil block of Cuddalore District.

REAL had requested JORA Development Support Services (a private limited company, with P.Rajarethinam, Development Consultant, Chennai, having its office at Flat No: G-1, Metro Court, 5162, Ramnagar North 9th street, Madippakkam, Chennai-600091) to analyse the data collected by their staff in July 2012.

Kattumannarkoil block:

Kattumannarkoil taluk is a taluk of Cuddalore district of the Indian state of Tamil Nadu. The headquarters of the taluk is the town of Kattumannarkoil. According to the 2001 census, the taluk of Kattumannarkoil had a population of 242,696 with 122,305 males and 120,391 females. There were 984 women for every 1000 men. The taluk had a literacy rate of 74.01. The total number of households was 54,083. Kattumannarkoil block has 55 revenue panchayats.

Objective and Scope of work

The consultancy is to analyse the SPSS and provide a report.

Evaluation Design

Based on the above considerations, the baseline survey was conducted 13 villages of Kattumannarkoil block. . Information was collected from 260 families from 13 villages out of 2,947families. Report is presented is based on the data entered in SPSS by REAL staff for 260 families.

Structured interview schedules that were developed by REAL staff in consultation with CARE India were used to interview the respondents. The interview schedules were translated into Tamil local language **as per the need**.

Number of families covered in the study villagewise is presented below:

S.No	Village Name	Total Families	Interviewed Families
1	Annanagar	273	14
2	Karunaganallur	598	15
3	Koilpathu	136	11
4	Kottaimedu	210	21
5	Kuppankuzhi	78	12
6	Pulianthoppu	96	11
7	Rajasudamani	162	33
8	Rajendrachelgan	347	3
9	Ramarkottakam	148	11
10	Thekkirippu	223	72
11	Thirumoolasthanam	198	34
12	Udayargudi	386	5
13	Venkatesapuram	92	18
Total		2,947	260

Table:1- List of sampled villages

Data entry, analysis and report

All the schedules were checked to correct errors before data entry by the staff of REAL. Data entry was done in SPSS database 17 package and data analysis was done using

SPSS package. Data entry, analysis and report preparation was done by JORADSS in its sub-office at Chennai, India.

Limitations of the Study:

- Stratification of respondents was not systematically carried out as per the information available.

Findings on the Study

The findings of the baseline survey are as follows.

1. Around 53% (137) of the families have Agriculture as main occupation. Cow rearing is done by 12% (30) and 35% (93) have other jobs as main occupations.

Out of 260 families interviewed in the programme area, around 53% (137) of the families have Agriculture as main occupation. Cow rearing is done by 12% (30) and 35% (93) have other jobs as main occupations.

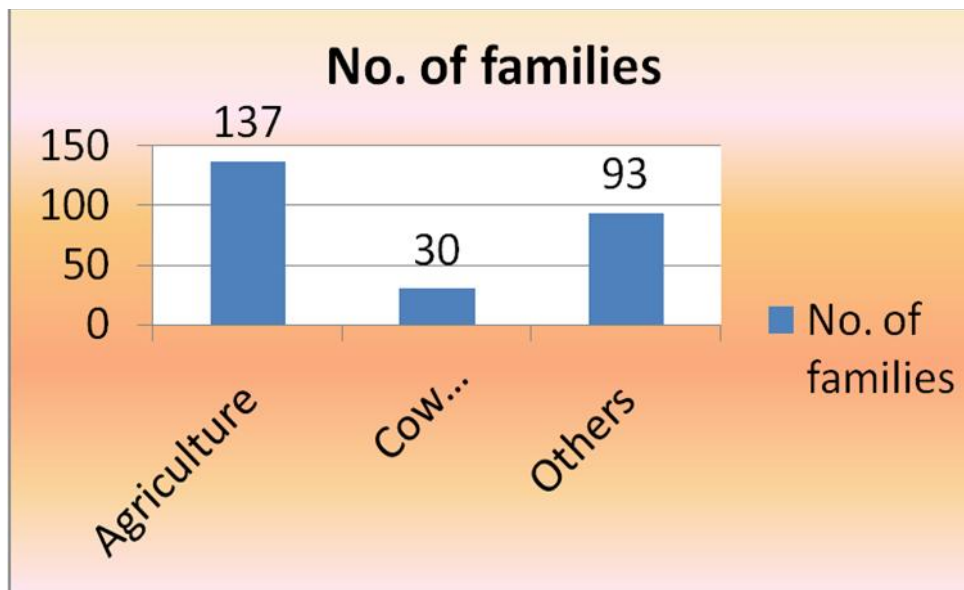


Figure: 1-Main occupation of the sampled families in the study area

2. In 12 villages, 145 families out of 260 families receive income from Agriculture from Rs.10,000 to more than Rs.30,000 per annum. But in five villages (namely Karunagaranallur, Kuppankuzhi, Rajasoodamani, Therkiruppu and Thirumoolasthanam villages) more than 50% of the families have main occupation as Agriculture.

In 12 villages, 135 families out of 260 families receive income from Agriculture from Rs.10,000 to more than Rs.30,000 per annum. But in five villages (namely Karunagaranallur, Kuppankuzhi, Rajasoodamani, Therkiruppu and Thirumoolasthanam villages) more than 50% of the families have main occupation as Agriculture. This trend of more people are in Agriculture would support Dairying as one of the better livelihood option to be introduced in the programme area.

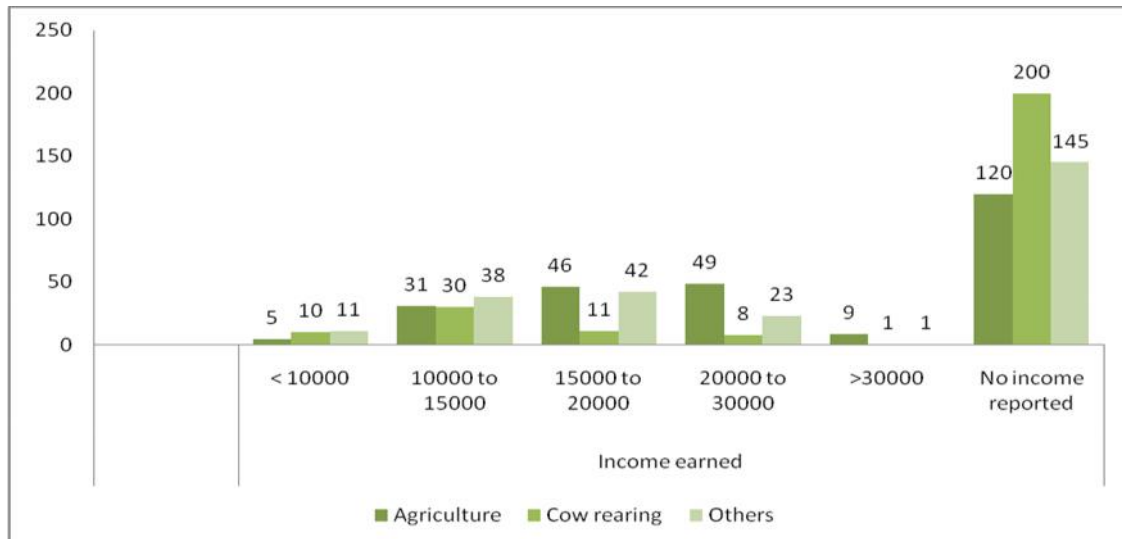


Fig:2- Income trends from occupations

3. Among them 72% of the sampled families have less than 2 acres of land holding.
4. Among the cows owned more than 70% of the animals are cross-bred giving the indication that AI has reached the nook and corner of the villages. Only 25% of the animals are of native breed reared in the region.

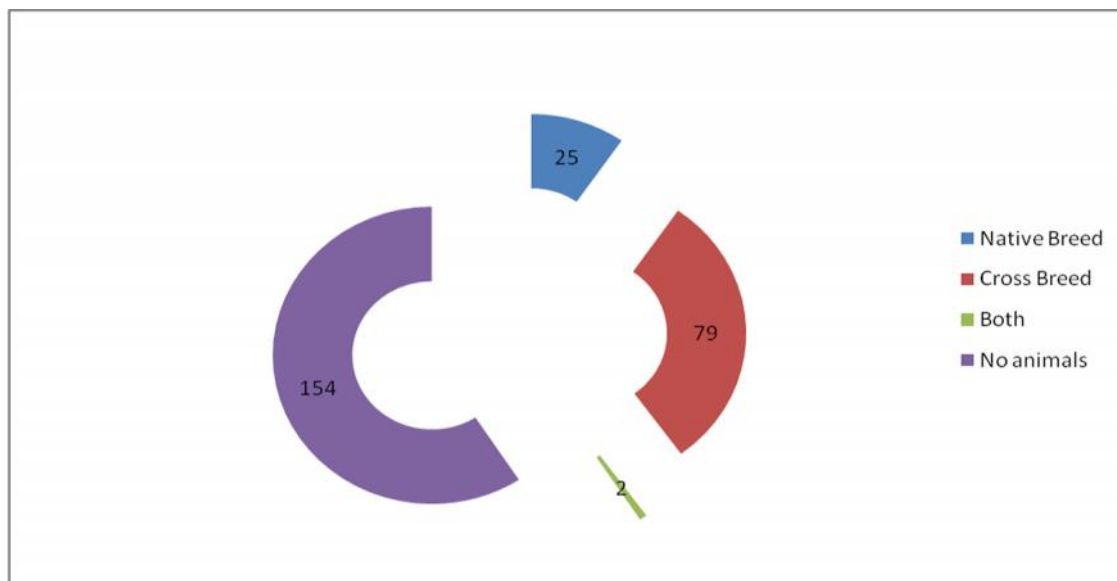


Fig:3- Type of breed the families rear

- It is good to note that more than 85% of the families have previous experience of rearing cows. And more than 96% of the families are interested to take up cow rearing.

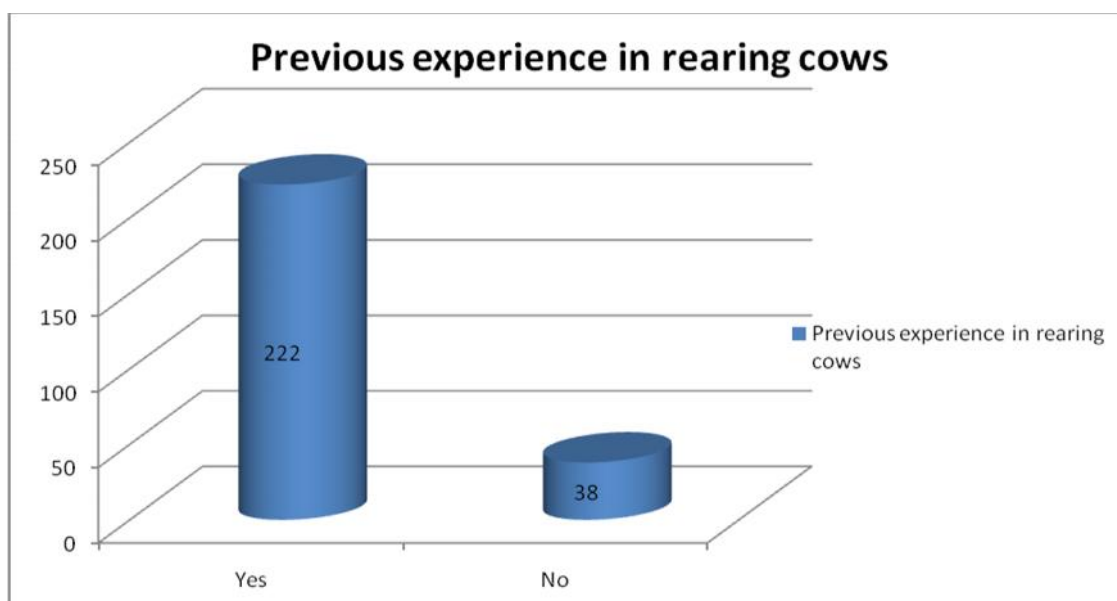


Fig:4- Previous experience in rearing cows

- Only 20% of the families express interest to rear two cows. 78% of the families wanted to rear only one cow. Maybe after getting into the business their interest to rear two animals will get stronger and this would be economical to get continuous returns.

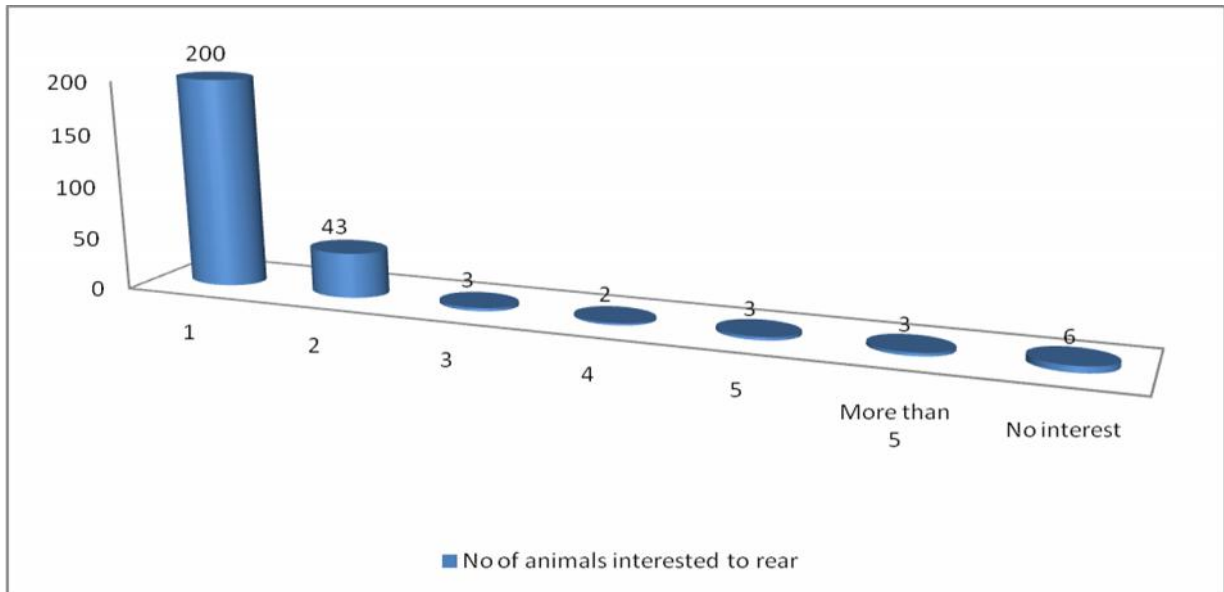


Fig-5- Number of animals the families wish to rear

7. Feed used by more families mainly constitute groundnut cake and cotton seed. But the quantity used was restricted to 0.5 Kg per day which is too little. But the families were using the rice bran and wheat bran very much which are mainly filling materials.

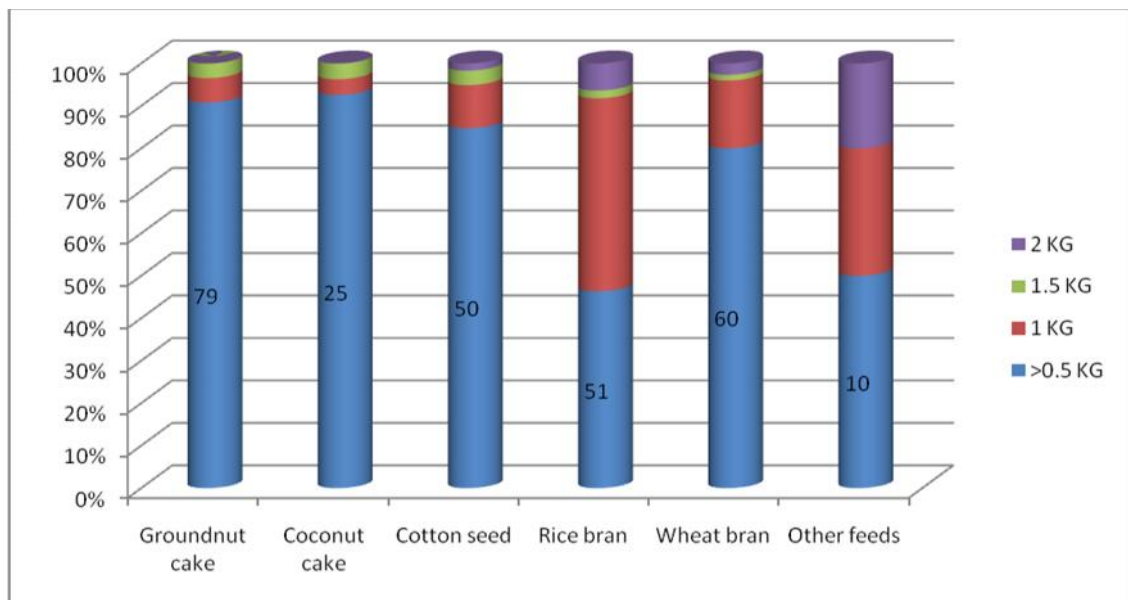


Fig-6- Feed used by the families

8. More than 80% of the feed such as wheat bran, cotton seed, etc. are purchased from shops and they are available within 2 KMs of the villages.
 9. Only 4% of the families are interested to set up feed shop.

10. Usage of Azolla is very negligible.
11. At least 35% of the families are interested to grow green grasses. But the area suggested is too little amounting between 1 to 4 cents. At present, the people use local grasses from fields is used as green fodder.
12. Dry fodder being used in the area is paddy straw which is a filling material.
13. Nearly 85% of the families have reported blue tongue as the main disease affecting the cows. (Bluetongue is an insect-borne, viral disease primarily of sheep, occasionally goats and deer and, very rarely, cattle. The disease is non-contagious and is only transmitted by insect vectors. The disease is caused by a virus belonging to the family Reoviridae. Primarily a disease of sheep but other species such as goats, cattle, buffaloes, camels, antelopes and deer can be infected. Humans are not affected.). 10% of the families report bovine abortion as the main disease.

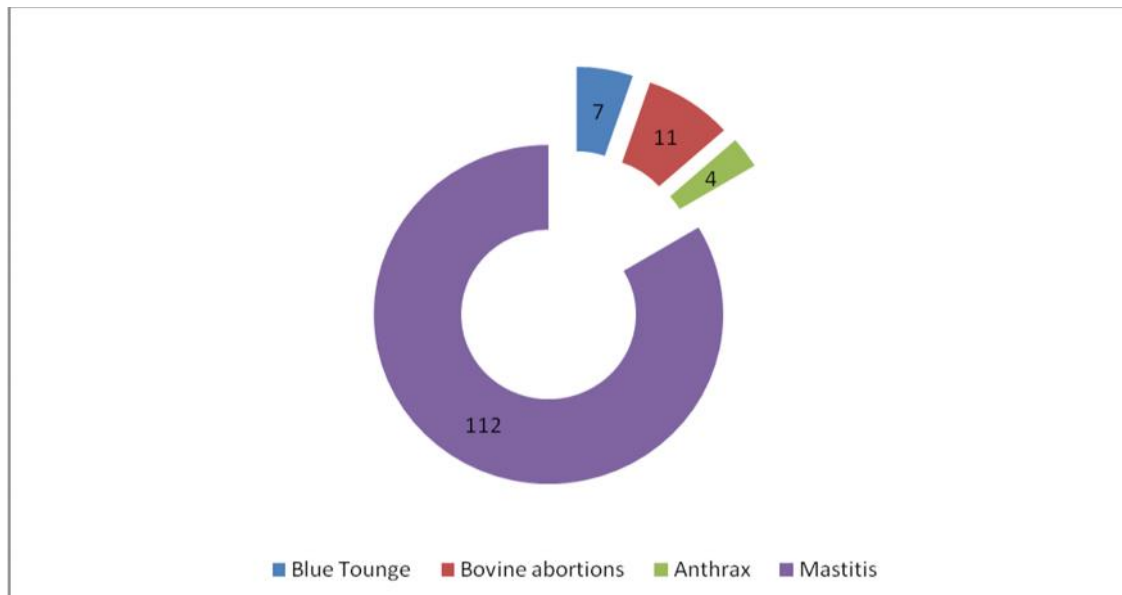


Fig:7- Diseases affecting the cows

14. It is good to note that more than 65% of the families go to veterinary hospitals for treatment and medical advice. All the veterinary services are located within 0.5 to 2 KM radius. Nearly 33% of the families treat on their own.

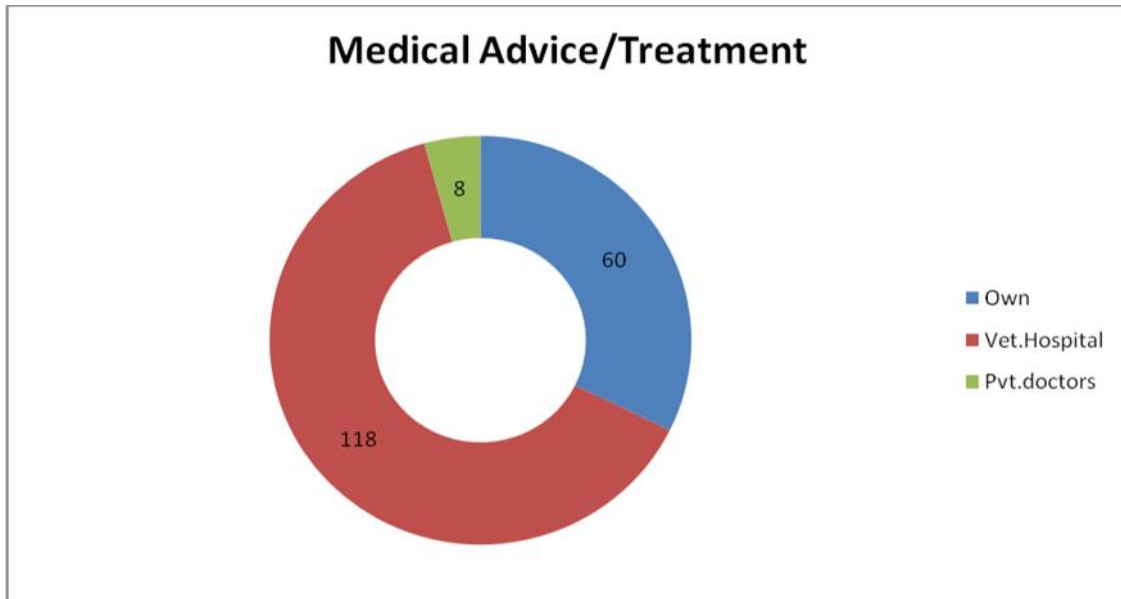


Fig:8- Treatment seeking behaviour

- 15. But only four people seem to have received training on animal husbandry practices.
- 16. 50% of the families have stated that they go for Artificial insemination. 42% of the families use both AI and natural services. Main sources of AI (90%) seem to be the Govt.'s Hospital.

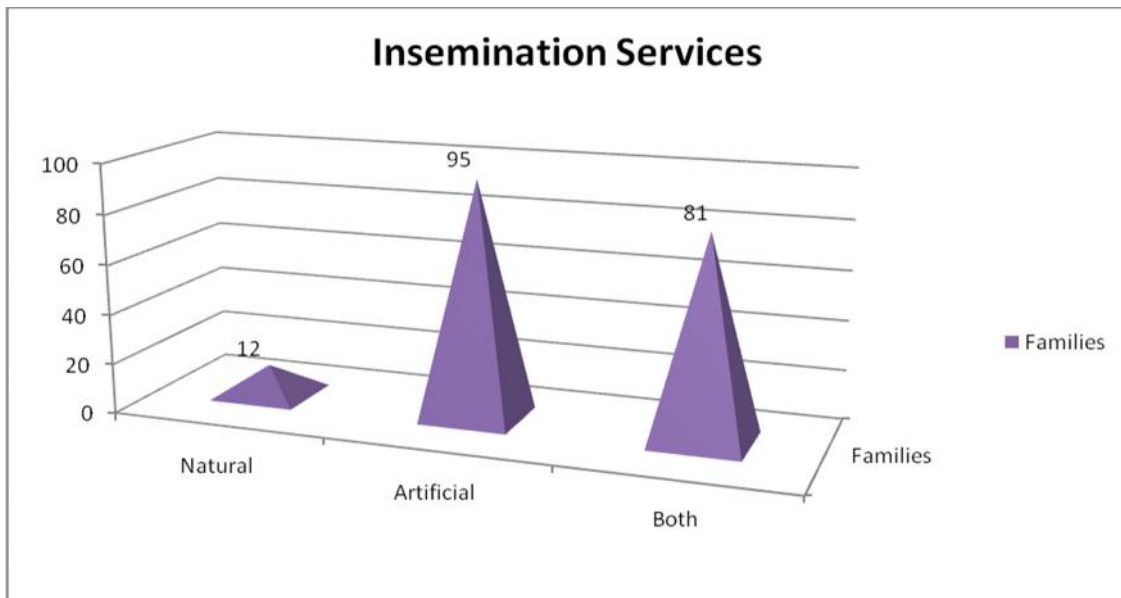


Fig:9- Insemination services

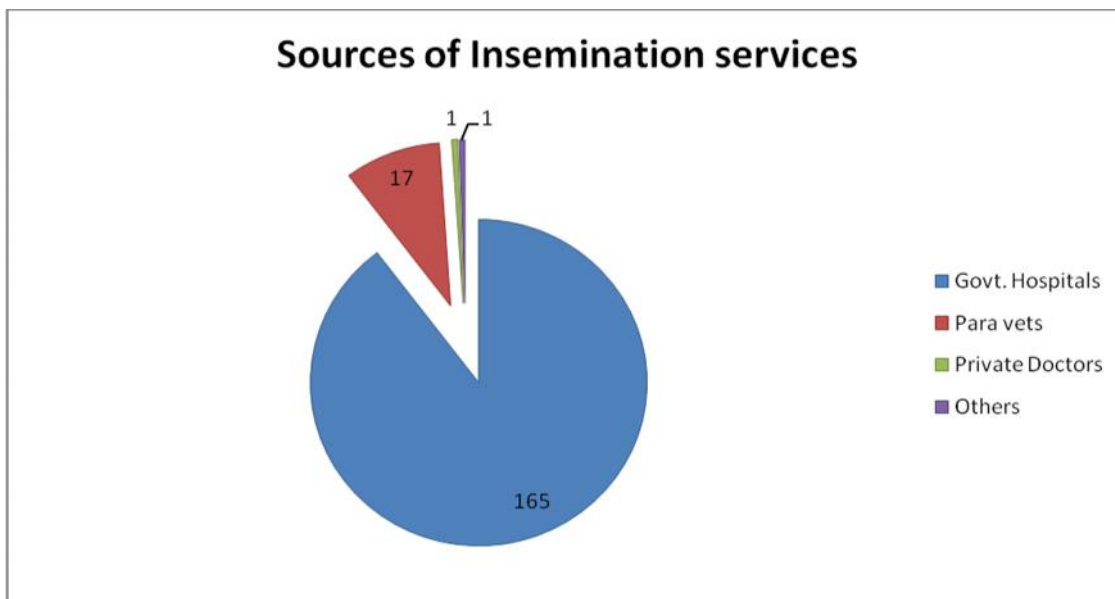


Fig:10- Sources of Insemination services

17. Excepting 15 (6%) families all the other families have space to rear animals (from 1 to 5 cents of space in and around the home),
18. Both the husband and the wife spend time in rearing the animals among 68% of the families; only the wife in 31% of the families and 1% by the husbands,
19. Only three out of 260 sampled families have installed biogas units.
20. Among 60 families (out of 106 families) milking is done now. More than 50% of the animals produce more than four liters/day.

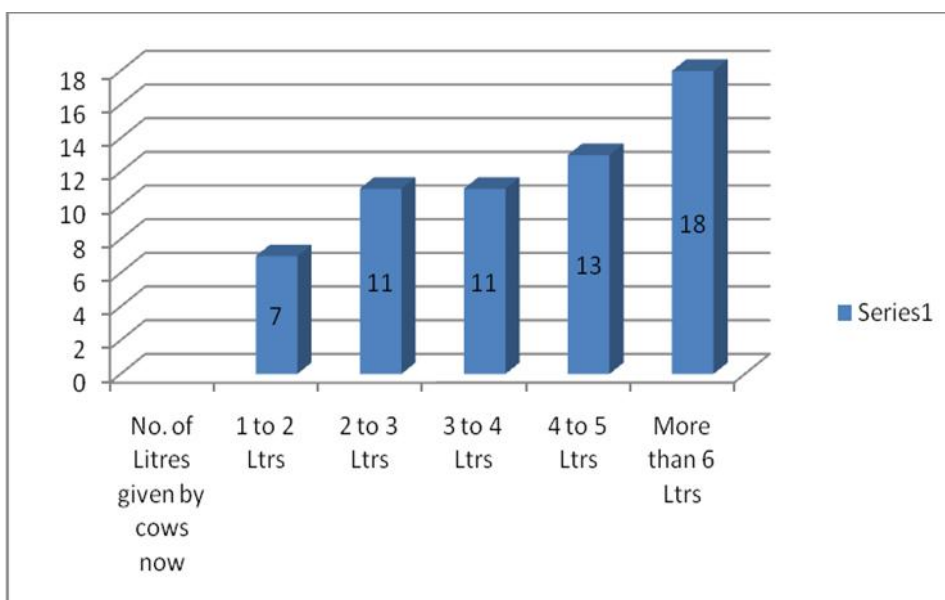


Fig:11- Daily milk production

21. Only four families had done insurance for their animals thus indicating insurance penetration is very less. Insurance was done with the loans from MFI and others not specified. Premium amount paid was from Rs.300 to Rs.1,600 per animal. Nobody had received any claim from the insurance company.
22. Only 10% (28) of the families have received financial support from SHGs/ Federations /NGOs/MFIs/others. Out of them only 10 families (4%) had received with interest. Interest rate paid by the families was from 5% to 25% per annum. All the loans were to be repaid within 3 to 24 months. Except 2 families all the others had received loans two years before. No subsidy was received in any of the above loans.

Concluding Remarks:

Dairying has become an important secondary source of income for millions of rural families and has assumed a most important role in providing employment and income generating opportunity. Indian Dairying is unique in more than one ways.

The major constraints to dairy cattle production are the shortages of quality feeds and fodder, the breeds of cattle, poor management practices, limited access to veterinary care and disorganized marketing systems. In addition, there is a lack of institutional support, research and training, which would be beneficial to the farming environment. If these constraints are tackled, then the poor people will benefit in a major way as there is a better environment and price for milk today.

