

Impact of Dairy Development Programmes on the Socio-Economic Conditions of Milk Producer Farmers in Mysuru Taluk

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Abstract

The dairy sector plays a significant role in the rural economy of Karnataka by providing employment, income generation, and livelihood security to small and marginal farmers. Dairy development programmes implemented through the Karnataka Milk Federation (KMF), the National Dairy Development Board (NDDB), and State Government agencies have contributed substantially to improving milk production and the socio-economic status of milk producer farmers. The present study examines the impact of dairy development programmes on the socio-economic conditions of milk producer farmers in Mysuru Taluk. It highlights the role of dairy cooperatives in increasing household income, employment opportunities, women's empowerment, the educational advancement of children, and overall living standards. The findings indicate that dairy development programmes have positively influenced rural livelihoods by enhancing milk procurement, improving access to veterinary services, and strengthening cooperative institutions.

Keywords: Dairy development programmes; milk producers; socio-economic conditions; KMF; NDDB; Mysuru Taluk; dairy cooperatives.

1. Introduction

Agriculture and allied activities constitute an important source of livelihood for rural households in India. Among the allied sectors, dairying has emerged as one of the most sustainable income-generating activities for small and marginal farmers, providing regular income, employment opportunities, nutritional security, and economic stability to rural households. The cooperative dairy movement initiated through Operation Flood transformed India from a milk-deficient country into the world's largest milk producer; the programme strengthened village-level dairy cooperatives and ensured fair prices for milk producers. In Karnataka, the Karnataka Milk Federation (KMF) has played a crucial role in promoting dairy development through milk procurement, processing, marketing, veterinary support, and farmer-welfare programmes. Mysuru Taluk is one of the important dairy-producing regions in Karnataka, where a large number of rural households depend on dairy farming as a supplementary source of income. Various dairy development programmes implemented through KMF and the State Government have contributed to improving the socio-economic conditions of milk producer farmers in the region.

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2. Research Objectives

- To analyze the impact of dairy development programmes on income and employment generation.
- To examine the socio-economic profile of milk producer farmers in Mysuru Taluk.
- To study the role of dairy cooperatives in improving the standard of living of milk producers.

3. Hypothesis

Dairy development programmes have a significant impact on the socio-economic conditions of milk producer farmers in Mysuru Taluk.

4. Material and Methods

The present study is based on both primary and secondary data sources. Primary data were collected from 140 milk producers through a structured schedule-cum-questionnaire administered to the selected sample respondents. The questionnaire was designed to obtain information on the socio-economic characteristics of milk producers, their participation in dairy development programmes, and the benefits derived from such programmes.

Secondary data were collected from various sources, including the annual reports of the Karnataka Milk Federation (KMF) and Mysuru Milk Union Limited (MYMUL), reports published by the Directorate of Economics and Statistics, and the office records of Milk Producers' Cooperative Societies. The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS). Various statistical tools, such as percentages, the mean, and Garrett's Ranking Technique, were employed for data analysis. Garrett's Ranking Technique was used to rank the benefits and facilities provided under the dairy development programmes (DDPs) and to assess their impact on the socio-economic conditions of milk producers.

5. Impact of State Government Dairy Development Programmes on Milk Producers in Karnataka

Dairy development programmes have had a significant impact on the socio-economic status of milk producers through increased employment opportunities, higher income, poverty reduction, better education for their children, women's empowerment, improved living standards, and enhanced livelihoods in both rural and urban areas. The Government, through KMF, has provided financial support under various dairy development schemes and assisted unions in overcoming scarcity situations. The State Government has also guaranteed loans from the National Dairy Development Board (NDDB), and KMF plays a key role in implementing dairy development programmes across the state. During 2024, several State Government-sponsored programmes were sanctioned; the details of fund allocation, releases, and progress achieved are presented below.

5.1 National Programme for Dairy Development (NPDD)

Under the centrally sponsored National Programme for Dairy Development (NPDD), a total grant of Rs. 4,484.86 lakh was released during 2025–26 to the milk unions of the Karnataka Milk Federation (KMF) for the implementation of various dairy development activities, and the programme is currently in progress. Further, under the Ksheerakranti 2.0 initiative, financial assistance of Rs. 426.10 lakh has been provided through the NPDD scheme to achieve the target of establishing 952 dairy cooperative societies, and an amount of Rs. 3,596.20 lakh has been released for strengthening 2,117 existing dairy cooperative societies.

5.2 Centrally Sponsored FPO (Fodder Plus) Scheme

The centrally sponsored Fodder Producer Organization (FPO) scheme is being implemented through NDDB in 10 district milk unions under the jurisdiction of KMF, covering activities such as silage production, the supply of fodder seeds, fodder storage, and other fodder-related operations. To mitigate the shortage of green fodder, financial

assistance of Rs. 30.00 lakh has been provided through KMF for the purchase of silage machinery for the 10 unions having FPOs, as well as for the remaining 6 milk unions.

5.3 Incentive to Milk Producers

Under this scheme, to encourage dairy farming among farmers in the state, the Government of Karnataka has been providing an incentive of Rs. 5 per litre for the supply of quality milk. After verification and certification by the managing directors of the respective milk unions, the incentive amount is credited directly to the bank accounts of milk producers through the Direct Benefit Transfer (DBT) mechanism. At present, a total of 9.04 lakh milk producers in the state are benefiting from this scheme.

5.4 Ksheerabhagya Scheme

Under the State Government's Ksheerabhagya scheme, free milk powder is supplied five days a week to students studying in Classes I to X, as well as to children attending Anganwadi centres. More than 1 crore children are benefiting from this programme. During 2025–26, a total of 16,120 MT of milk powder was supplied under the scheme.

6. Impact of Dairy Development Programmes on the Socio-Economic Conditions of Milk Producer Farmers in Mysuru Taluk

The present study focuses on the socio-economic status of the sample milk producers in Mysuru Taluk of Mysuru District. The socio-economic conditions of 140 milk producer farmers were observed, covering their age, marital status, occupation, educational level, the impact of dairy development programmes, access to veterinary facilities, and income earned from dairy farming. Table 1 below presents the socio-economic profile of the respondents in the study area.

Table 1: Socio-Economic Profile of the Sample Respondents

Category	Variables	No. of Respondents	Percentage
Age Structure	Below 20	08	5.71
	21–25	19	13.57
	26–30	21	15.00
	31–35	33	23.58
	36–40	26	18.57
	41–45	14	10.00
	46–50	12	8.58
	51 and above	07	5.00
Gender	Male	84	60.00
	Female	56	40.00
Marital Status	Married	88	62.85
	Unmarried	52	37.15
Educational Level	Illiterate	22	15.73
	Primary	23	16.45
	Secondary	31	22.19
	PUC	20	14.28
	Graduate	29	20.10
	Post Graduate	09	6.44

Category	Variables	No. of Respondents	Percentage
Occupation	Technical / Diploma	06	4.08
	Daily wages	49	35.00
	Employees	18	12.85
	Housewife	28	20.00
	Business	11	7.86
	Farmers	34	24.29
Annual Income (Rs.)	Below 15,000	30	21.43
	16,000–20,000	21	15.00
	21,000–25,000	29	20.72
	26,000–30,000	19	13.57
	31,000–40,000	17	12.14
	41,000–45,000	15	10.72
	45,000 and above	09	6.42
	Land Holding	Below 2 acres	69
2–4 acres		31	22.15
4–6 acres		24	17.14
6 acres and above		16	11.42
Type of Farmer	Small	67	47.86
	Marginal	46	32.85
	Large	27	19.29

Source: Field Survey.

6.1 Socio-Economic Profile of the Respondents

- **Age structure:** Of the respondents, 23.58 percent belong to the 31–35 age group and 18.57 percent to the 36–40 age group, while those aged 51 and above constitute only 5.00 percent of the sample.
- **Gender and education:** Of the 140 respondents, 60 percent are male and 40 percent are female. In terms of education, 22.19 percent have secondary-level education and 20.10 percent are graduates, while only 4.08 percent have studied up to the technical/diploma level.
- **Occupation:** The majority of respondents depend on daily wages (35.00 percent), followed by farmers (24.29 percent), while only 7.86 percent are engaged in other business activities.

6.2 Opinion about the Dairy Development Programmes

Table 2: Opinion about the Dairy Development Programmes by the Respondents

S. No.	Opinion	No. of Respondents	Percentage
1	Good	13	9.28
2	Very good	82	58.57
3	Satisfactory	45	32.15
	Total	140	100.00

Source: Field Survey.

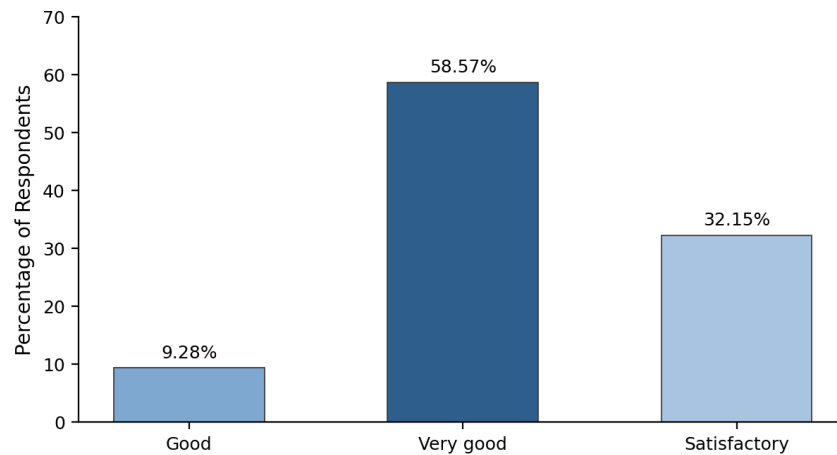


Figure 1: Opinion about the Dairy Development Programmes by the Respondents

Source: Based on Table 2 (Field Survey).

Table 2 and Figure 1 illustrate the respondents' opinions about the dairy development programmes in the study area. Of the 140 respondents, 9.28 percent rated the programmes as good, 58.57 percent as very good, and 32.15 percent as satisfactory.

6.3 Income Earned through Dairy Farming

Table 3: Income Earned through Dairy Farming by the Respondents

S. No.	Income Level (Rs.)	No. of Respondents	Percentage
1	Below 20,000	19	13.57
2	21,000–30,000	24	17.14
3	31,000–40,000	44	31.43
4	41,000–50,000	36	25.71
5	51,000 and above	17	12.14
	Total	140	100.00

Source: Field Survey.

Table 3 presents the income earned through dairy farming by the sample respondents in the study area. Of the total 140 respondents, the majority (31.43 percent) belonged to the Rs. 31,000–40,000 per month income group. About 25.71 percent of the respondents earned between Rs. 41,000 and Rs. 50,000, while 17.14 percent reported an income ranging from Rs. 21,000 to Rs. 30,000. Further, 13.57 percent earned less than Rs. 20,000 per month, and only 12.14 percent reported an income of more than Rs. 51,000 per month. The findings indicate that a considerable proportion of dairy farmers in the study area earned a moderate monthly income, with the highest concentration of respondents falling in the Rs. 31,000–40,000 category.

6.4 Garrett's Ranking of Training and Support Programmes

Table 4: Garrett's Ranking of Training and Support Programmes

S. No.	Factors	Total Score	Mean Score	Rank
1	Dairy Animal Management	8490	60.64	VII
2	Feed and Fodder Development	8630	61.64	VI
3	Cattle Breeding and Management	8249	58.92	VIII
4	Milk Incentive	8180	58.42	IX

S. No.	Factors	Total Score	Mean Score	Rank
5	Training in Milk Cleaning and Management	8842	63.15	III
6	Cattle Health Facilities	9074	64.81	I
7	Cattle Subsidy	8981	64.15	II
8	Artificial Insemination Facilities	8829	63.06	IV
9	STEP Women Training Programmes	7965	56.89	X
10	Visit to MYMUL and KMF	8761	62.57	V

Source: Field Survey.

Table 4 shows the Garrett's ranking scores of the various training and support programmes attended by the respondents. Cattle health facilities were ranked first (64.81), followed by cattle subsidy programmes (64.15). Training in milk cleaning and dairy management ranked third (63.15), while artificial insemination facilities ranked fourth (63.06). Visits to MYMUL and KMF were ranked fifth (62.57), followed by feed and fodder development in sixth place (61.64). Dairy animal management and cattle breeding and management ranked seventh (60.64) and eighth (58.92), respectively. The milk incentive scheme occupied the ninth rank (58.42), whereas STEP training programmes for women ranked last (56.89). The results suggest that respondents prioritized animal health and economic-support-related training over other programmes.

7. Testing of the Hypothesis

H0: Dairy development programmes have no significant impact on the socio-economic conditions of milk producer farmers in Mysuru Taluk.

H1: Dairy development programmes have a significant impact on the socio-economic conditions of milk producer farmers in Mysuru Taluk.

Table 5: Garrett's Ranking of the Socio-Economic Impact Factors

S. No.	Factors	Total Score	Mean Score	Rank
1	Improvement of Social Status	9403	67.16	III
2	Enhanced Socio-economic Condition	9422	67.30	II
3	Improvement of Food Quality	8729	62.35	VII
4	Creation of Employment and Income	8574	61.24	VIII
5	Development of Children's Education	8395	59.96	IX
6	Self-Help Groups	9551	68.22	I
7	Additional Milch Animals	8337	59.55	X
8	Basic Financial Support	8921	63.72	VI
9	Improvement of Health and Nutrition	9118	65.12	V
10	Interest-Free Loans and Asset Creation	9204	65.74	IV

Source: Field Survey.

Table 5 shows the Garrett's ranking of the impact of the socio-economic dairy development programmes on the respondents. Self-help groups (SHGs) ranked first (68.22), followed by enhanced socio-economic conditions (67.30) and improvement in social status (67.16). Interest-free loans and asset creation ranked fourth (65.74), while improvement in health and nutrition ranked fifth (65.12). Basic financial support, improvement in food quality, and employment generation occupied the sixth (63.72), seventh (62.35), and eighth (61.24) ranks, respectively. The development of children's education ranked ninth (59.96), whereas additional milch animals ranked last (59.55). The findings indicate that respondents valued social and institutional empowerment more than material asset gains. As the ranking confirms a consistent and significant positive impact across socio-economic factors, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted.

8. Results

8.1 Tier I: Primary Catalysts (Ranks I–III)

Self-help groups (Rank I, mean 68.22) and enhanced socio-economic conditions (Rank II, mean 67.30) emerge as the dominant drivers. Coupled with improvement of social status (Rank III, mean 67.16), this indicates that respondents highly value institutional community frameworks (SHGs) as the principal vehicle for achieving broader social and economic mobility.

8.2 Tier II: Intermediate Institutional and Welfare Support (Ranks IV–VI)

Interest-free loans and asset creation (Rank IV, mean 65.74) and basic financial support (Rank VI, mean 63.72) form the financial infrastructure enabling these changes, while improvement of health and nutrition (Rank V, mean 65.12) stands as a significant secondary benefit of these interventions.

8.3 Tier III: Lower-Priority Outcomes (Ranks VII–X)

Factors such as improvement of food quality (Rank VII), creation of employment (Rank VIII), development of children's education (Rank IX), and additional milch animals (Rank X, mean 59.55) received considerably lower collective weights.

Interpretation: This suggests that while direct asset provisions (such as milch animals) and specific outcome targets (such as education) are important, respondents view them as subsequent by-products rather than the primary, foundational benefits of the programmes.

9. Findings, Suggestions, and Conclusion

9.1 Findings

The study finds that most milk farmers have benefited from dairy development programme facilities, which have improved their socio-economic conditions, standard of living, and livelihoods. Based on the analysis, the main findings are summarized below:

- Of the 140 respondents, 23.58 percent belong to the 31–35 age group and 18.57 percent to the 36–40 age group, while those aged 51 and above constitute only 5.00 percent.
- Of the 140 respondents, 84 (60 percent) are male and 56 (40 percent) are female beneficiaries of the dairy facilities.
- In terms of education, 22.19 percent of the milk farmers have secondary-level education, 20.10 percent are graduates, and only 4.08 percent have studied up to the technical/diploma level.
- Of the 140 respondents, 9.28 percent rated the dairy development programmes as good, 58.57 percent as very good, and 32.15 percent as satisfactory.

9.2 Suggestions

On the basis of the present study, the following suggestions are offered to make the dairy development programmes more effective in improving the socio-economic conditions of milk producers in the study area:

- KMF should provide cattle-health helpline facilities to milk farmers in remote areas.
- The Government should enhance the services of veterinary doctors and extension officers to provide better manpower support to milk producers.
- More basic dairy infrastructure facilities should be provided to members in rural areas.
- Quality feed and fodder should be supplied to dairy members at the appropriate time.

- A better mechanism should be evolved for cattle-insurance coverage and the settlement of claims at KMF.
- Cattle-shed loans should be provided to milk producers.

9.3 Conclusion

The study concludes that dairy development programmes have played a significant role in improving the socio-economic conditions of milk producer farmers in Mysuru Taluk. The programmes have enhanced income, employment opportunities, women's empowerment, educational attainment, and living standards among dairy-farming households. The continued support of KMF, NDDDB, and the Government of Karnataka is essential for sustaining the growth of the dairy sector and improving rural livelihoods. Strengthening dairy development initiatives can therefore contribute significantly to inclusive rural development and socio-economic transformation.

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