

# An exploratory analysis of effectiveness of milk market in Odisha, India

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## Introduction

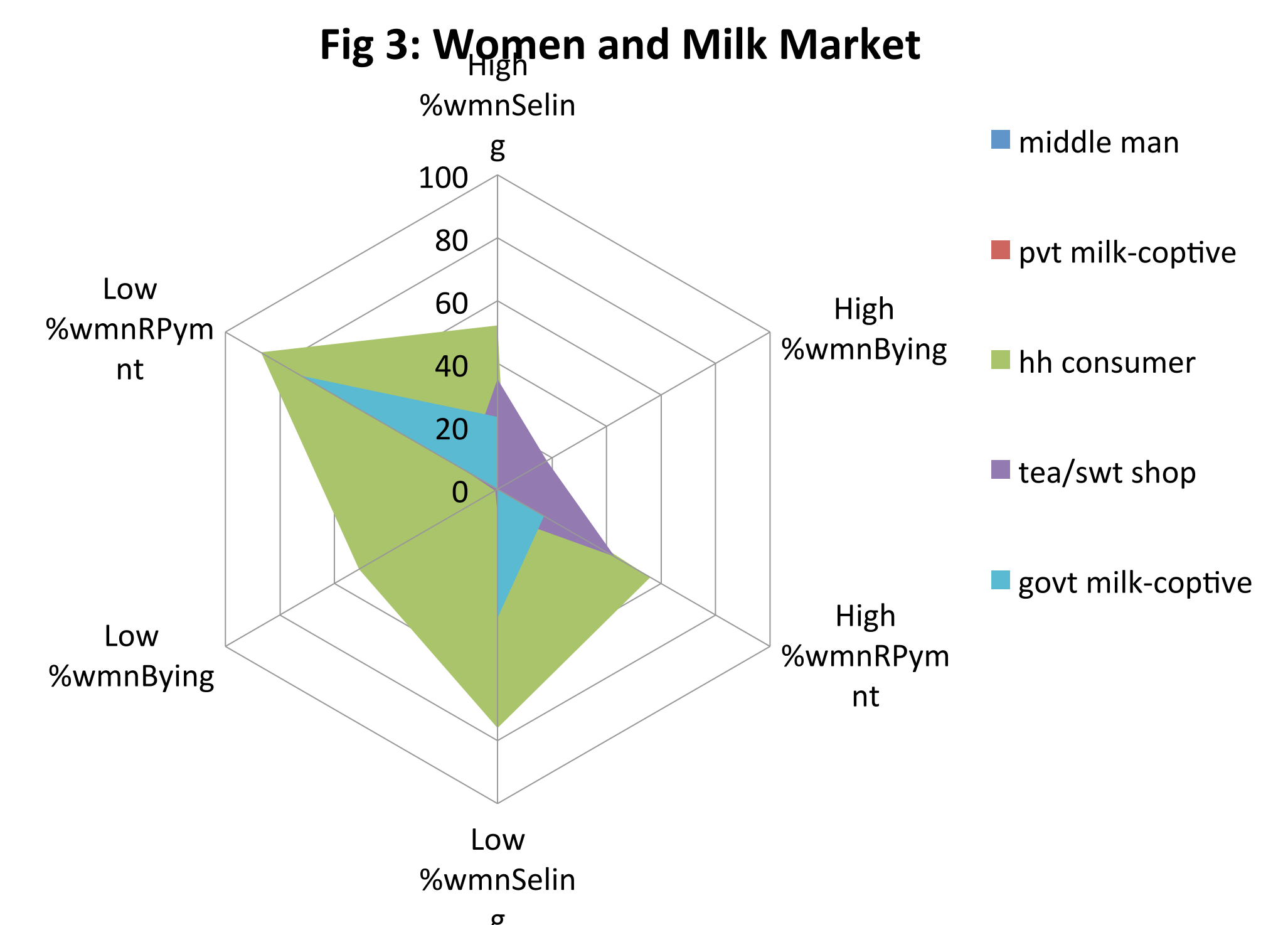
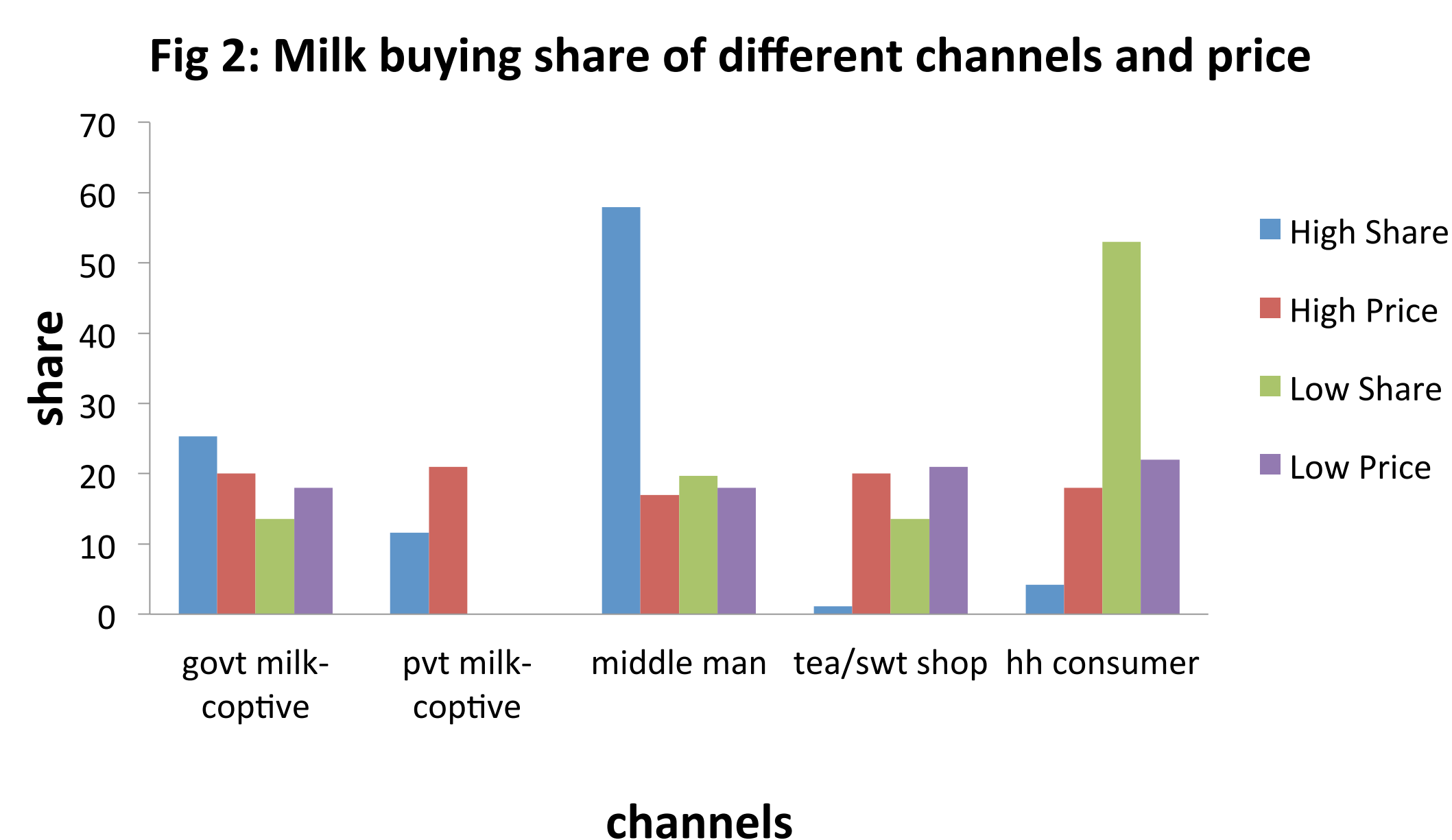
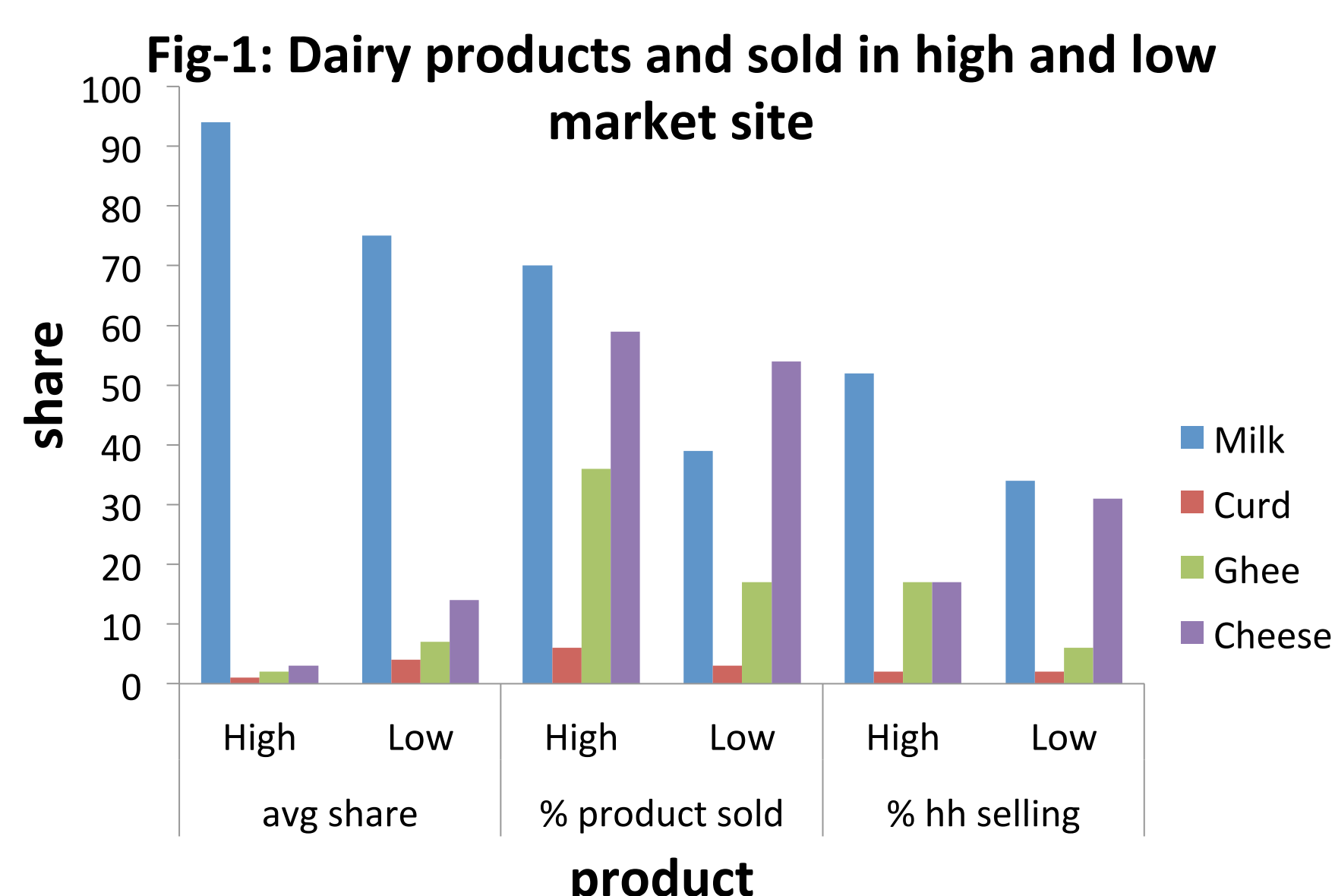
- ❖ Livestock sector in Odisha is highly livelihood intensive and over 80% of livestock population holds by small and marginal farmers (Odisha Livestock Policy, 2002).
- ❖ Dairy is the important product in livestock sector whose share has increased from less than 50% to 65% in the 2000s.
- ❖ However, due to dominance of smallholder and failure of institutions, this sector could not achieve high productivity and growth.
- ❖ Low percentage (8% of total milk production) of milk sold in formal market compared to other states.
- ❖ To bring the growth in this sector, there is need to strengthen milk market and link the farmers into market.
- ❖ This study would like to examine the milk market channel and the prices in different market zone.

## Materials and methods

- ❖ Two districts (Puri and Bhadrak) were selected based on milk production and marketing from coastal Odisha, India: Bhadrak =Low market site and Puri = high market site
- ❖ Randomly 130 villages were selected, 65 villages from each district
- ❖ Data were collected through focus group discussions with different categories of dairy farmers (small, medium and large) and also milk trader
- ❖ Descriptive statistical analysis was used to analyse the survey data

## Results

- ❖ The survey results indicated that high percent of milk sold in the market in high market site compared to other while milk society plays a major role (Fig 1 & Fig 2). Women play a major role in delivering milk and receiving payment in low market site (Fig 3).



## Conclusion

- ❖ Farmers in low market site use higher proportion of milk for processing at home compared to high market site
- ❖ High percentage of milk sold in high market site compared to low market site
- ❖ Middlemen buy higher proportion of milk followed by milk co-operative in high market site while it is the household consumer followed by middlemen in low site
- ❖ Farmers in high market site get better price of their milk compared its counterpart
- ❖ Women play an important role in delivering and buying milk in low market site compared to high
- ❖ Need to increase the share of formal market in buying milk tends to increase the milk production in the economy



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