

## **Role of Dairy in Poverty Alleviation: A Study of Block Kakapora in District Pulwama of J and K State.**

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### **Abstract**

*District Pulwama is known throughout the valley for agricultural production. Most of the people are engaged in the sector as their main economic subsistence. Side by side with the profession of agriculture the profession of dairy has also opened new ways of avenues and development. Really dairy has revolutionized the rural economy of block Kakapora. Dairy farming has been considered a supplementary and complementary. Farming activities are carried by all the members of family irrespective of gender. To a certain level the same has acted as an eye opener for the women. Although women can change their status through dairy, through entrepreneurship women can not only generate income for herself but equally for others. The dairy sector has the potential to absorb large number of people. In the dairy field they can act as owners as well as workers.*

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**Keywords:** Dairy Farming, Agriculture, Economy, Employment, Revolution, Block Kakapora etc.

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### **Introduction**

Since the dawn of human civilization man has been domesticating not only plants but also animals in order to use them for work and food. Livestock especially cattle are mainly used in Indian agriculture. The term livestock is used for all the domestic animals that are used to produce food and many other valuable products for human beings. Livestock provides essential proteins through milk, meat and eggs. Even their excreta are used as fuel directly or in biogas plants. So it is very important to follow the principles of scientific management of livestock to protect animals against diseases and provide adequate housing and hygienic conditions. The science of raising breeding and caring of livestock is called as animal husbandry. Animal husbandry has been a significant component of agriculture with an important role in rural

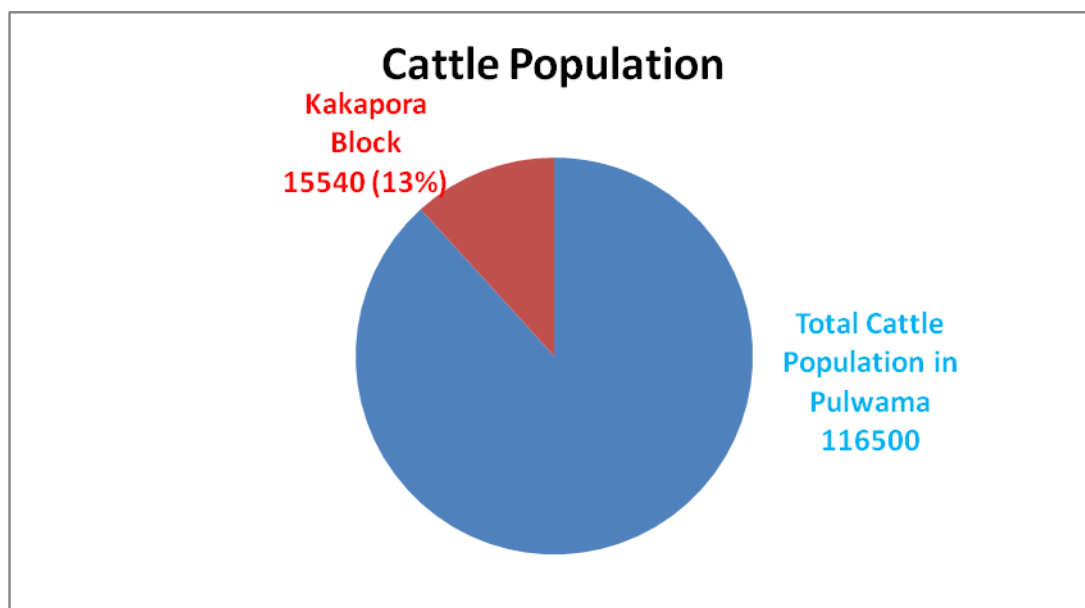
economy as the dairy farming. The livestock industry plays an important role in the national economy. Livestock rearing is the subsidiary occupation of about all the rural population. However it is the main occupation of about not more than 3% of the working force especially the Gujjars. While as among Bakerwals and Gaddis it is roughly 13% of the state domestic products.

India has a rich tradition of rearing livestock which includes, 1920 lakh cattle, 700 lakh buffaloes, 950 lakh goats, 490 lakh sheep, 2100 lakh poultry birds and nearly, 3.2% of worlds cow milk. The cattle is by and large low yielding and nondescript with low levels of nutrition. In these circumstances the Indian council of agricultural research and national dairy development board have mounted massive efforts to integrate the dairy science research education extension and other necessary programmes for the progress in the particular field. Efforts at cattle improvement have produced new strains. The Karam Swirls and Karam Fires, which yield above, 3500 kg of milk per lactation compared to cows while as buffaloes provide more milk and they also have greater disease resistance and longevity. The average annual yield from one buffalo is, 1020 kg is much more than that of cow, 207 kg. Although buffaloes form only, 30% of the cattle population of India, yet they produce, 65% of the total milk yield. The poor milk yield in cows and buffaloes is due to the management indiscriminate breeding and the absence of superior quality of breeds. Like other parts of country the valley of Kashmir is having the rich cattle wealth.

Method: The main aim of the work is to create general awareness among the people and more importantly to incline people towards the profitable available source of dairy farming and it's allied activities in order to utilize them properly through latest scientific techniques so that the engagement may become more interesting and attractive for people. For this purpose every care was taken to consult the available primary as well as secondary sources.

District Pulwama has been the constant and persistent endeavour of animal husbandry. As the livestock constitutes immensely to the small farmers, land less labourers and others besides meeting the demands of general public for supply of milk and milk products. The district produces, 158000, metric tons of milk per annum and supplies, 2.5, lakhs liters of milk per day to Srinagar and other districts. The district is rightly crowned as Duda-khul or Anand of milk. Agriculture is the main stay of people and almost more than eighty five percent of populations are engaged with the rich sector. In addition to pasture land and high potential for fodder production as grown which is sustaining the entire livestock population. In the district block Kakapora is having the great reputation in the field of livestock that can be realized through the population of cattle in the block.

## The Population of Cattle in District Pulwama



**Source:** (District Animal husbandry office Pulwama July, 2017).

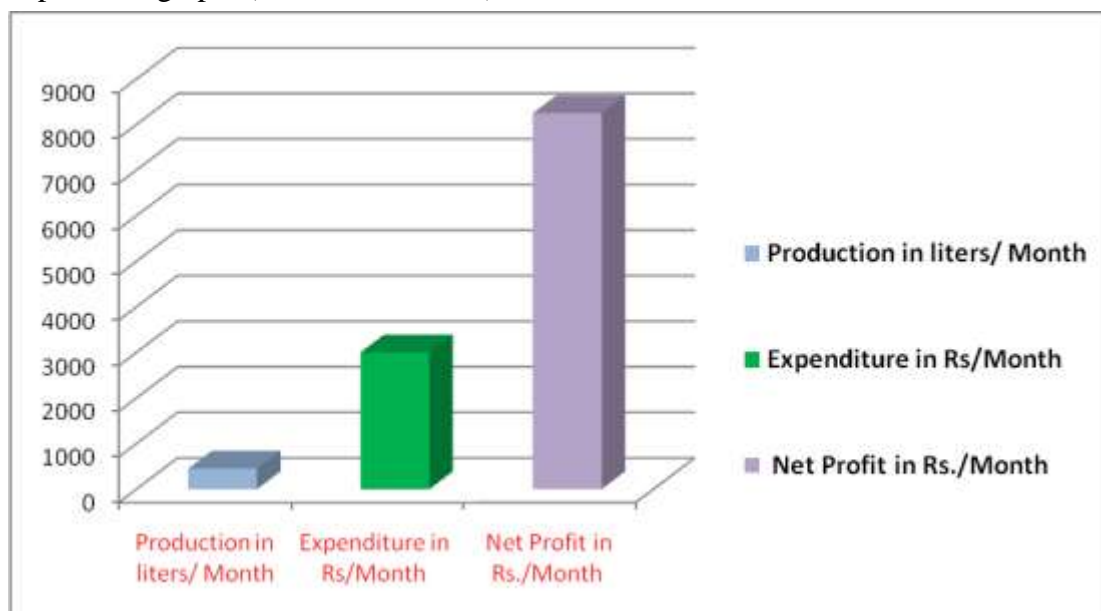
The block of Kakapora occupies the land area of, 7096.35 hectares (70.96 sq.kms). The population of the block is, 56726, with, 29776 males and 26950, females. Out of the total population 39536, belong above poverty line(APL) and 17190, to below poverty (BPL) section. The block is comprised of, 49 villages (20 halqas) with agriculture as their main and lone source of income. Animal rearing is having the great scope besides some handicraft activities performed by the people. In order to feed the cattle and other animals one tenth (1/10th) of total area of the block is under the fodder crops i. e, 709.635 hectares of land. The area provides fodder for the dairy animals, besides providing some useful grains, maize, beans, pea and oats. Rice cultivation is the main work of people. The area under rice crop is about, 2410.15 hectares and wheat crop is grown in about, 74 hectares. In the whole block wheat crop is mainly grown for fodder purposes. Besides this large number of trees and plants are also helpful for the farmers. The leaves of the trees are used as fodder for sheep and other animals. Oilseeds, choker, readymade fodder, feeds, other drugs and minerals are incorporated for dairy production. The milk production during the summers is very high and rates of the inputs are low due to curdling the huge quantity of milk gets staled. Thus expected income is ruined. The case is completely reverse during the winter season. The block produces a huge quantity of milk daily. Besides fulfilling its own needs, a large quantity of milk is exported daily to other places. The livestock activities are carried by all, but at present women and people having low economic status have fully involved themselves in the dairy farming sector in order to boost their economy and to have self-sufficiency. As the same to some extent can remove the sufferings of people without any doubt.

### Result

The profitable dairy business attracted the people of area towards new revenue sector. However the same has also acted as an eye opener for those whose income has constantly remained below the recommended levels. But at the same time needs proper care and attention of

authorities so that more and more can be motivated towards the job oriented industry. Farming activities are carried by all the members of family irrespective of gender. To a certain level the same has acted as an eye opener for the women. Although women can change their status through dairy. While as the active involvement of women can boost the family income. In the dairy field they can act as owners as well as workers. Mobilization of women towards the dairy entrepreneurial activities can ensure socio-economic revolution. Through entrepreneurship development women can not only generate income for herself but also will generate employment for others as well. Number of initiatives were also taken from the side of authorities to make women to have their identity in society as owners and administrators in the said sector. The different schemes like, indira mahila yojana, mahila sarnridhi yojana and rashtriya mahila kosh were started in order to meet the primary needs of poor and asset less women in the informal sector. Due to population pressure and fragmentation the operational size of land holding has gone down too much. Under such circumstances dairy farming is the best option for rural people and women in particular. Dairy profession is always considered as a viable occupation by the women and farmers as it generates regular income round the year. However it can emerge as a profitable venture if undertaken as a business, based on proven scientific knowledge latest technology, training and proper planning. Since a lot of help from the government and NGOS in shape of financial assistance and entrepreneurship training is being provided to influence the people towards the farming sector. Hence some of the following important dairy enterprises can be taken by the women for their economic and social upliftment, milk production units, milk procuring and preserving units, milk and milk products, packaging units and manufacturing units.

The Average production, income and expenditure per month on dairy unit with one cow is depicted in graph. (Source field work)

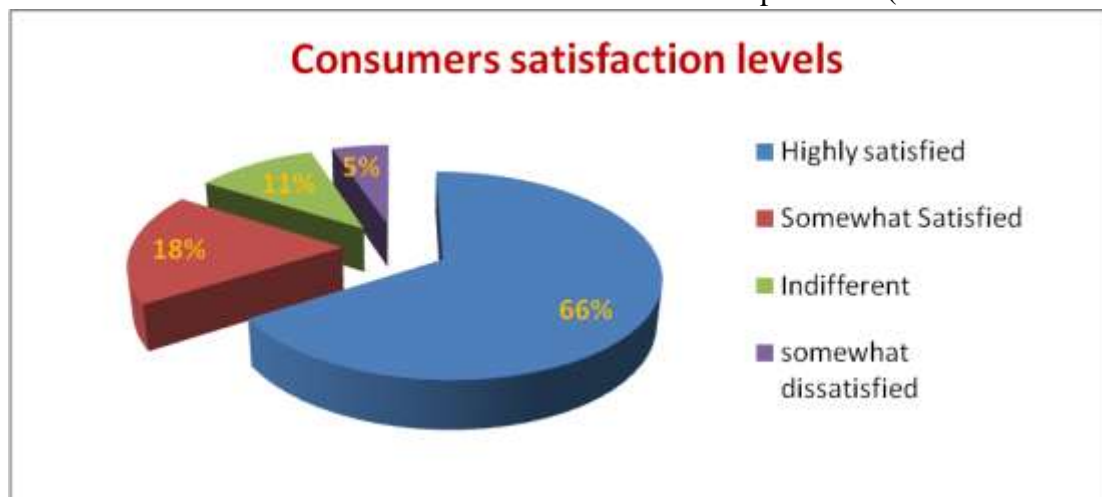


As a result of implementation of many developmental programmes the dairy sector has improved in the production of major livestock products namely milk, eggs, poultry and meat. The milk production which has remained almost stagnant between, 1950-70, with an annual

growth rate of merely one percent has since then registered a tremendous growth. The per capital availability of milk in the block Kakapora of Pulwama district has increased considerably but still is below the recommended level. However it is evident that the proper feeding, well ventilated shelters and proper drainage system can play an important role in the way of development with the improving conditions of people especially those living around the poverty line and below by increasing the production of milk through exotic breeds, proper management and maintenance of cattle wealth. The dairy is an encouraging and profitable business. The same has provided the golden opportunity to all especially to those whose income is below the standard of living.

Block Kakapora is essentially agricultural area and livestock forms an integral part of the agriculture. Thus for improving the economy of people, it becomes important to maintain livestock in good number with good health and hygiene facilities of genetic makeup and feasible environment. For better productivity the health of livestock is controlled by nutritious food and clean surroundings. The basic requirements for their welfare are, provision of easy access to fresh water, adequate floor area for free movement and ability to stretch the body, rapid diagnosis and treatment of diseases.

Overall Consumers satisfaction levels with milk and other products. (Source field work)



From the table it is evident that majority, i.e, 84% of the consumers are satisfied with the profession of milk and its allied products. Only, 10.9% are indifferent and, 5.1% are dissatisfied to it. The cause for dissatisfaction was attributed due to non-seriousness of government.

The indigenous cattle of Kashmir are mostly with poor genetic make up for production capacity. Large efforts have been made to upgrade the local breeds with exotic ones of Jersey and Holliston.

The programme of facilitation is being carried by 110 veterinary units in district Pulwama, and block Kakapora at present is having only 18 such units for 49 villages. Concrete measures have been taken by district administration for improving the productivity of cattle in the block through modern technologies. In order to meet out the increasing demands some more beneficial and productive units needs to be started at various places in order to have

tremendous growth in the sector.

The development of dairy farms includes progress in various fields viz, trade, agriculture, industry, education and health etc. It also aimed to develop the weaker sections. The change and development in dairy farming proved as value added concept to the residents of block Kakapora Pulwama. In order to motivate the people towards the innovative farm activities the number of preventive measures were taken in order to benefit them through different ways .The concerned department of district is trying best to provide maximum possible benefits to dairy owners like, medicine and feed on subsidized rates. Insurance and loan facility to people, so that manufacturing units can be started within the peripheral areas. Dairy programmes to certain extent can benefit the poor people if proper consciousness will be created among them. Creation for marketing infrastructure will further boost the economy of people.

Dairy farming is at present in a state of transition in Kakapora area of Pulwama district with the rapid development in milk production. It can emerge as a profitable venture if undertaken as a business based on new scientific techniques. The said field can be revolutionised only with the active participation of literate section of society. Their involvement in the field is negligible. It seems that there is lack of communication from the side of administration or no such awareness programmes are being conducted in order to incline them towards the available profitable business and to make it a preferable and interesting occupation. Traditional ways of approach towards the sector needs to be replaced with some new attractive ways of earning. Their mass involvement can lead the farming activity towards the new developmental goals that ultimately will reshape the destiny of people and will also prove as an employment industry to ignored people.

### **Suggestions for Improvement:**

1. Installation of bulk milk coolers for storage and preservation of milk particularly in summers. It will not only help in preservation of milk but also in checking of milk adulteration since bulk of milk will be concentrated /pooled at one place.
2. Coperative medicine shops at district headquarters which will run on no profit any loss bases.
3. To make sanctioning of loans by financial institutions hussle free without any mortgage.
4. Enough budgetary provisions should be sanctioned under district plan in order to meet the growing demands of farm owners.
5. Rates of milk are very low and should be fixed afresh.
6. Better quality of breeds should be supplied to farmers.
7. Availibility of departmental vehicles to enhance the service efficiency of department in a better way.
8. Security from accidents and natural calamities by way of insurance at nominal rates.
9. Initiatives to increase the number of veterinary units in the block,as the existing ones are insufficient to cope with the problems faced by dairy owners.

### **Conclusion**

The dairy farming and allied activities have revolutionized and transferred the social and economical aspect of life of people in block Kakapora, District Pulwama. Now they begin to feel socially uplifted and economically more emancipated than before. With the engagement in

this sector of economy the disguised type of unemployment has been reduced to a greater extent. Increase in family income has brought more purchasing power to the farmers, thus bringing structural changes in overall economic scenario at block level. Farming can be recognized as a welfare and soft way of positive development.

### **Acknowledgement**

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