5. Study on Awareness of Central Government Schemes for the Sustainable Development of Milk Producers in India with Reference to Sangamner

Mr. Shoyab Tayar Shaikh

Research Scholar,
Shri Shahu Mandir Mahavidyalya,
Parvati Pune.

Dr. Subhash Masanappa Suryawanshi

Janata Shikshan Sanstha C.K. Goyal College,
Dapodi Pimpri Chinchwad Pune.

ABSTRACT

The government of India has introduced many schemes for the dairy development and upliftment of the milk producers in India. The schemes were introduced to develop dairy sector, underprivileged youth into a self-sufficient, employable workforce and to convert the rural population into a selfsustained generation with dairying and income generation through the milk production. Since it was introduced through NABARD - National Bank for Agriculture and Rural Development and financial institutions, people who have knowledge about various schemes were able to get the benefits of the schemes. To implement the schemes, the government of India has started programs through NABARD - National Bank for Agriculture and Rural Development. The following are the objectives of the study. (i) to present the various central Government Schemes of Dairy Development, (ii) to present the socio-economic profile of the sample respondents, (iii) to study the level of awareness about the central government schemes and (iv) to give suggestions to create more awareness about the central government scheme for rural India. Though many schemes are available and many are developed in many parts of the country. So, an attempt has been made to know the awareness of the Central Government Schemes available, the researchers had taken 120 random sample respondents in the city of Akoles. The results showed that the people had a medium level of awareness of the Central Government Schemes of dairy development and suggestions were given accordingly.

KEYWORDS

1. Central Government Schemes for Dairy Development
2. Rural Development
3. Sustainability

Introduction:

The Central Government Schemes taken for the study were Support to Dairy Cooperatives and Farmers Production Organization engaged in dairy activities, Dairy Processing & Infrastructure Development Fund (DIDF), Animal Husbandry Infrastructure Development Fund, National Animal Disease Control Programme (NADCP), Livestock Health and Disease Control (LH & DC) scheme, Livestock Census and Integrated Sample Survey, National Livestock Mission, National Programme for Dairy Development & Rashtriya Gokul Mission.

The above Nine schemes were taken because they are given more priority for the satisfaction of the basic need of the milk producer and dairy farming sector for the sustainable development of the milk producers/farmers. The poverty eradication and the upliftment of the dairy sector schemes were introduced by the government. The schemes fails to effectively reach people through proper channels such as advertisements, campaigns, and in rural languages. Since it was introduced through NABARD - National Bank for Agriculture and Rural Development and financial institutions, people who have knowledge about various schemes were able to get the benefits of the schemes. To implement the schemes, the government of India has started programs through websites, milk collection centers, milk federation, advertisement through social media and campaigning. The schemes are getting an effect after introducing various platforms. Farmers/milk producers having new ideas were welcomed and were given financial aid for the start-up and dairy development. The study has given an insight into the Central Government schemes introduced for the upliftment of the dairy farmers and dairy sector.

Central Government Schemes for Milk Producers in India:

1. Support to Dairy Cooperatives and Farmers Production Organization engaged in dairy activities,
2. Dairy Processing & Infrastructure Development Fund (DIDF),
3. Animal Husbandry Infrastructure Development Fund,
4. National Animal Disease Control Programme (NADCP),
5. Livestock Health and Disease Control (LH & DC) scheme,
6. Livestock Census and Integrated Sample Survey,
7. National Livestock Mission,
8. National Programme for Dairy Development
9. Rashtriya Gokul Mission.

The Objectives of The Study:

The following are the objectives of the study.

1. To present the various central Government Schemes of Rural India.
2. To present the socio-economic profile of the sample respondents.
3. To study the level of awareness about the central government schemes.
4. To give suggestions to create more awareness about the central government scheme for rural India.

Scope of the Study:

The central government's programmes aim to improve dairy sector and quality of life of milk producers/farmers. All Indians who have working in dairying sector must receive government assistance.

 In dairying sector, the benefits might not be experienced universally due to various factors. This study raises awareness of various central government programmes for dairying sector, and its recommendations aid in raising awareness among milk producers/farmers.

Research Methodology:

The main aim of this research is to examine and comprehend the design, implementation, utilization, and impact of government schemes and policies. This aspect forms the cornerstone of the entire study.

The different sources from which data has been taken for the study includes:

1. Government Reports: Data included from the Government of India report, official progress dashboard of various schemes.
2. Secondary Data: Data accumulated from different government reports and news articles, official websites and academic publication etc.
3. Survey and Statistics: Utilizing statistical data sourced from the World Bank and other reputable sources, we aim to provide concise yet comprehensive insights into the design, execution, utilization, and effects of governmental schemes and policies. This foundational data will guide the direction of our study.

The entirety of the data has been segmented into three overarching categories to facilitate a deeper comprehension of the analysis, focusing on the advancements within each sector.

Drawing from a multitude of reports and articles, the research adopts a secondary data approach. Aimed at describing and presenting government reports, it offers an overview of schemes, alongside numerical data, qualifying it as a descriptive research endeavor.

Moreover, this study adopts a quantitative research approach, predominantly relying on numerical data sourced from various online platforms. Additionally, the report demonstrates features of cross-sectional research and conducts a comparative analysis.

Sampling Design:

The researcher studied in Sangamner and used a random sampling method to collect data. They used a questionnaire to gather information from both males and females equally.

They distributed 150 questionnaires in the research area and collected 120 of them. All collected questionnaires were analyzed.

Analysis:

As we begin into policy analysis, several critical issues across the nation come to light. Numerous reports and data indicate that many implemented policies fail to achieve their intended impact.

Public opinion often suggests that while policies and schemes are indeed implemented, many individuals either do not receive their benefits or are unable to fully enjoy the privileges they offer. Now, let's have a detailed look into the data to provide concise summaries of each policy and scheme.

Socio Economic Profile

Table 1: Gender of the respondents

Sr. No.	Gender	Number of Respondent	Percentage
1	Male	94	78.33
2	Female	26	21.67
Total		120	100.00

Source: Primary data

The researcher has taken 120 samples for this study, they were asked whether they are aware or not aware of the Government Schemes for dairy farming sector or milk producers. Out of 120 sample respondents 94 (78.33%) respondents are male and remaining 26 (21.67%) respondents are female. Majority (78.33%) respondents are belonging to male.

Table 2: Age Group of the Respondents

Sr. No.	Age Group	Number of Respondent	Percentage
1	Less than 25 Years	29	24.16
2	25 Years to 40 Years	57	47.50
3	More than 40 Years	34	28.34
Total		120	100.00

Source: Primary data

The table above reveals the age distribution of the respondents. Among them, 29 (24.16%) are below 25 years old, while 57 (47.50%) fall between 25 and 40 years old. The remaining 34 (28.34%) respondents are over 40 years old.

The largest proportion (47.50%) belongs to the age group between 25 and 40 years. The researcher sampled 150 individuals for the study, querying their awareness of Government Schemes for dairy sector development.

Table 3: The level of awareness of various Government Schemes for Rural India

Sr. No.	Government Schemes	Aware	Not Aware
1	Support to Dairy Cooperatives and Farmers Production Organization engaged in dairy activities	59 (49.17)	61 (50.83%)
2	Dairy Processing & Infrastructure Development Fund (DIDF)	47 (39.17%)	73 (60.83%)
3	Animal Husbandry Infrastructure Development Fund	51 (42.50)	69 (57.50%)
4	National Animal Disease Control Programme (NADCP)	45 (37.50%)	75 (62.50%)
5	Livestock Health and Disease Control (LH & DC) scheme	41 (34.17%)	79 (65.83)
6	Livestock Census and Integrated Sample Survey	63 (52.50%)	57 (47.50%)
7	National Livestock Mission	59 (49.17%)	61 (50.83%)
8	National Programme for Dairy Development	63 (52.50%)	57 (47.50%)
9	Rashtriya Gokul Mission	54 (45.00%)	66 (55.00%)

Source: Computed data

The above table shows aware and unaware of Government Schemes. Out of 120 sample respondents 59 (49.17%) are aware of Support to Dairy Cooperatives and Farmers Production Organization engaged in dairy activities scheme and 61 (50.83%) respondents are unaware of the scheme. Half of the respondents are aware of Support to Dairy Cooperatives and Farmers Production Organization engaged in dairy activities scheme. 47 (39.17%) respondents are aware and remaining 73 (60.83%) respondents are not aware of Dairy Processing & Infrastructure Development Fund (DIDF) scheme. About Animal Husbandry Infrastructure Development Fund scheme 51 (42.50%) respondents are aware and remaining 69 (57.50%) respondents are not aware about scheme, majority of respondents are not aware about the scheme. 45 (37.50%) respondents are aware about National Animal Disease Control Programme (NADCP) scheme and 75 (62.50%) respondents are not aware about National Animal Disease Control Programme (NADCP) schemes. Majority of respondents are not aware about the National Animal Disease Control Programme (NADCP) schemes. 41 (34.17%) respondents are aware about Livestock Health and Disease Control (LH & DC) scheme and rest of the 79 (65.83%) respondents are not aware about the scheme means majority of respondents are not aware about the scheme. 63 (52.50%) respondents are aware about Livestock Census and Integrated Sample Survey schemes and remaining 57 (47.50%) respondents are known about the schemes. Majority of respondents are aware about the Livestock Census and Integrated Sample Survey scheme. About National Livestock Mission scheme 59 (49.17%) respondents are aware and rest of the 61 (50.83%) respondents are not aware about the scheme. 63 (52.50%) respondents are

aware about the National Programme for Dairy Development scheme and 57 (47.50%) respondents are not aware about National Programme for Dairy Development scheme. About Rashtriya Gokul Mission scheme 54 (45.00%) respondents are known about scheme and remaining 66 (55.00%) respondents are not known about the scheme.

Level of Awareness of Government Schemes for Milk Producers in India with Reference to Akole:

Table 4: Support to Dairy Cooperatives and Farmers Production Organization engaged in dairy activities Scheme

Sr. No.	Level of Support to Dairy Cooperatives and Farmers Production Organization engaged in dairy activities Scheme	Number of Respondent	Percentage
1	Highly Aware	15	25.42%
2	Aware	12	20.34%
3	Somewhat Aware	18	30.51%
4	Less Aware	09	15.26%
5	Very Less Aware	05	8.47%
Total		**59**	**100.00%**

Source: Computed data

The above table shows the level of Support to Dairy Cooperatives and Farmers Production Organization engaged in dairy activities, out of 59 sample respondents only 15 (25.42%) respondents are highly aware of Support to Dairy Cooperatives and Farmers Production Organization engaged in dairy activities scheme. 12 (20.34%) respondents are aware of and 18 (30.51%) respondents are somewhat aware of Support to Dairy Cooperatives and Farmers Production Organization engaged in dairy activities scheme. 09 (15.26%) are less aware and 05 (8.47%) respondents are less aware about Support to Dairy Cooperatives and Farmers Production Organization engaged in dairy activities.

Table 5: Dairy Processing & Infrastructure Development Fund (DIDF)

Sr. No.	Level of Dairy Processing & Infrastructure Development Fund (DIDF)	Number of Respondent	Percentage
1	Highly Aware	17	36.17%
2	Aware	10	21.28%
3	Somewhat Aware	09	19.15%
4	Less Aware	05	10.64%
5	Very Less Aware	06	12.70%
Total		47	100.00%

Source: Computed data

The above table shows the level of Dairy Processing & Infrastructure Development Fund (DIDF), out of 120 sample respondents only 47 (39.17%) respondents only aware of Dairy Processing & Infrastructure Development Fund (DIDF). So the above table shows the level of Dairy Processing & Infrastructure Development Fund (DIDF) scheme for 17 (36.17%) respondents are highly aware of Dairy Processing & Infrastructure Development Fund (DIDF). 10 (21.28%) respondents are aware of Dairy Processing & Infrastructure Development Fund (DIDF) scheme. 09 (19.15%) respondents are somewhat aware, 05 (10.64%) respondents are less aware and 06 (12.70%) respondents are very less aware Dairy Processing & Infrastructure Development Fund (DIDF) scheme. Majority (36.17%) of the respondents are highly aware of Dairy Processing & Infrastructure Development Fund (DIDF) scheme.

Table 6: Level of Animal Husbandry Infrastructure Development Fund

Sr. No.	Level of Animal Husbandry Infrastructure Development Fund	Number of Respondent	Percentage
1	Highly Aware	12	23.53%
2	Aware	19	37.26%
3	Somewhat Aware	8	15.69%
4	Less Aware	6	11.76%
5	Very Less Aware	6	11.76%
	Total	51	100.00%

Source: Computed data

The above table shows the level of Animal Husbandry Infrastructure Development Fund scheme, out of 120 sample respondents only 51 (42.50%) respondents only aware of Animal Husbandry Infrastructure Development Fund scheme. So the above table shows the level of Animal Husbandry Infrastructure Development Fund scheme for 51 respondents. 12 (23.53%) respondents are highly aware, 19 (37.26%) respondents are aware, 8 (15.69%) respondents are somewhat aware, 6 (11.76%) respondents are less aware and rest of the 6 (11.76%) respondents are very less aware of Animal Husbandry Infrastructure Development Fund scheme.

Table 7: Level of National Animal Disease Control Programme (NADCP)

Sr. No.	Level of National Animal Disease Control Programme (NADCP)	Number of Respondent	Percentage
1	Highly Aware	09	20.00%
2	Aware	14	31.11%
3	Somewhat Aware	08	17.78%
4	Less Aware	09	20.00%
5	Very Less Aware	05	11.11%
	Total	45	100.00%

Source: Computed data

The above table shows the level of National Animal Disease Control Programme (NADCP) scheme, out of 120 sample respondents only 45 (37.50%) respondents are aware of National Animal Disease Control Programme (NADCP) scheme. So the above table shows the level of National Animal Disease Control Programme (NADCP) scheme for 45 respondents. 09 (20.00%) respondents are highly aware about scheme, 14 (31.11%) respondents are aware about scheme, 08 (17.78%) respondents are somewhat aware about scheme, 09 (20.00%) respondents are less aware and 05 (11.11%) respondents are very less aware about National Animal Disease Control Programme (NADCP) scheme.

Table 8: Level of Livestock Health and Disease Control (LH & DC) scheme

Sr. No.	Level of Livestock Health and Disease Control (LH & DC) scheme	Number of Respondent	Percentage
1	Highly Aware	10	24.39%
2	Aware	13	31.70%
3	Somewhat Aware	05	12.20%
4	Less Aware	08	19.51%
5	Very Less Aware	05	12.20%
Total	41		100.00%

Source: Computed data

The above table shows the level of Livestock Health and Disease Control (LH & DC) scheme, out of 120 sample respondents only 41 respondents only aware of Livestock Health and Disease Control (LH & DC) scheme.

So, the above table shows the level of Livestock Health and Disease Control (LH & DC) scheme for 41 respondents. 10 (24.39%) respondents are highly aware about scheme, 13 (31.70%) respondents are aware about scheme, 05 (12.20%) respondents are somewhat aware about scheme, 08 (19.51%) respondents are less aware and 05 (20.00%) respondents are very less aware of Livestock Health and Disease Control (LH & DC) scheme.

Table 9: Level of Livestock Census and Integrated Sample Survey

Sr. No.	Level of Livestock Census and Integrated Sample Survey	Number of Respondent	Percentage
1	Highly Aware	13	20.63%
2	Aware	19	30.16%
3	Somewhat Aware	12	19.05%
4	Less Aware	8	12.70%
5	Very Less Aware	11	17.46%
Total	63		100.00%

Source: Computed data

The above table shows the level of Livestock Census and Integrated Sample Survey scheme, out of 120 sample respondents only 63 (52.50%) respondents only aware of Livestock Census and Integrated Sample Survey scheme. So the above table shows the level of Livestock Census and Integrated Sample Survey scheme for 63 respondents. 13 (20.63%) respondents are highly aware about scheme, 19 (30.16%) respondents are aware about scheme, 12 (19.05%) respondents are somewhat aware about scheme, 08 (12.70%) respondents are less aware and 11 (17.46%) respondents are very less aware about Livestock Census and Integrated Sample Survey

Table 10: Level of National Livestock Mission

Sr. No.	Level of National Livestock Mission	Number of Respondent	Percentage
1	Highly Aware	14	23.73%
2	Aware	19	32.21%
3	Somewhat Aware	8	13.56%
4	Less Aware	9	15.25%
5	Very Less Aware	9	15.25%
	Total	59	100.00%

Source: Computed data

The above table shows the level of National Livestock Mission scheme, out of 120 sample respondents only 59 (49.17%) respondents only aware of National Livestock Mission scheme.

So the above table shows the level of National Livestock Mission scheme for 59 respondents. 14 (23.73%) respondents are highly aware about scheme, 19 (32.21%) respondents are aware about scheme, 08 (13.56%) respondents are somewhat aware about scheme, 09 (15.25%) respondents are less aware and 09 (15.25%) respondents are very less aware about National Livestock Mission scheme.

Table 11: Level of National Programme for Dairy Development

Sr. No.	Level of National Programme for Dairy Development	Number of Respondent	Percentage
1	Highly Aware	9	14.28%
2	Aware	19	30.16%
3	Somewhat Aware	15	23.81%
4	Less Aware	8	12.70%
5	Very Less Aware	12	10.05%
	Total	63	100.00%

Source: Computed data

The above table shows the level of National Programme for Dairy Development scheme, out of 120 sample respondents only 63 (52.50%) respondents only aware of National Programme for Dairy Development scheme. So the above table shows the level of National Programme for Dairy Development scheme for 63 respondents. 09 (14.28%) respondents are highly aware about scheme, 19 (30.16%) respondents are aware about scheme, 15 (23.81%) respondents are somewhat aware about scheme, 08 (12.70%) respondents are less aware and 12 (10.05%) respondents are very less aware about National Programme for Dairy Development scheme.

Table 12: Level of Rashtriya Gokul Mission Scheme

Sr. No.	Level of Rashtriya Gokul Mission Scheme	Number of Respondent	Percentage
1	Highly Aware	13	24.07%
2	Aware	18	33.33%
3	Somewhat Aware	5	9.26%
4	Less Aware	11	20.37%
5	Very Less Aware	7	12.97%
Total		54	100.00%

Source: Computed data

The above table shows the level of Rashtriya Gokul Mission Scheme, out of 120 sample respondents only 54 (45.00%) respondents only aware of Rashtriya Gokul Mission Scheme. So the above table shows the level of Rashtriya Gokul Mission Scheme for 54 respondents. 13 (24.07%) respondents are highly aware about scheme, 18 (33.33%) respondents are aware about scheme, 05 (9.26%) respondents are somewhat aware about scheme, 11 (20.37%) respondents are less aware and 7 (12.97%) respondents are very less aware about Rashtriya Gokul Mission Scheme.

Findings of the Study:

The following were the findings of the study

1. Majority (78.33%) respondents are male.
2. Majority (47.50%) of the respondents are between 25 years and 40 years old.
3. Majority of the respondents are somewhat aware of Dairy Cooperatives and Farmers Production Organization engaged in dairy activities Scheme.
4. Majority of the respondents are aware of Dairy Processing & Infrastructure Development Fund (DIDF)
5. Majority of the respondents are aware of Animal Husbandry Infrastructure Development Fund.
6. Majority of the respondents are aware of National Animal Disease Control Programme (NADCP)
7. Majority of the respondents are aware of Livestock Health and Disease Control (LH & DC) scheme.

8. Majority of the respondents are not aware of Livestock Health and Disease Control (LH & DC) scheme.
9. Majority of the respondents are aware of Livestock Census and Integrated Sample Survey Scheme.
10. Average of the respondents are aware of National Livestock Mission Scheme.
11. Majority of the respondents are aware of National Programme for Dairy Development Scheme.
12. Majority of the respondents are not aware of Rashtriya Gokul Mission Scheme.

Conclusion:

Central Government schemes aimed at uplifting the dairy sector and supporting farmers and milk producers have been introduced. However, there's a pressing need to enhance awareness about these schemes through appropriate channels and languages. Of particular concern is the declining literacy rates among females in the dairy sector. Implementing technical and agrarian reforms is essential. Embracing modern technologies such as high-yielding cattle can enhance productivity and profits. Creating awareness through advertisements, campaigns, and direct outreach to milk producers and farmers, especially through student-led initiatives, may yield more effective results than national television advertisements in mainstream languages. The government's efforts to introduce schemes across various platforms are commendable, ensuring accessibility for all those in need both now and in the future.

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