

Trend in the Growth of Dairying in Chittoor District

Sri. E.Chandra Naidu, M.Com.,M.Phil.,B.Ed.,(Ph.D)

Lecturer in Commerce,

SVCR Government Degree College, Palamaner, Chittoor Dt.

In this article, an attempt is made to present the growth of dairying in Chittoor district, Andhra Pradesh in the recent past. Chittoor district is at the forefront of White Revolution in the country. In India, it is the second largest milk producer after Anand in Gujarat state. The district is the fountain head of White Revolution in the state of AP. The focus is on quinquennial live stock population milk production, pourers and MPIs, Bulk Milk Chilling units and milk dairies.

1. Live stock

There are 23 veterinary hospitals, one poly clinic, 112 dispensaries, 122 rural live stock units and 333 Gopala Mitra Centers at the end of 2017. This was possible due to many schemes and

programmes implemented by the government of AP and India with the active involvement of Animal Husbandry and District Rural Development Agency. Quinquennial livestock census in Chittoor district during 1999 and 2017 are presented in the Table 1. A look at the Table shows that the share of cows has gone up from 8.56 lakh or 85.60 per cent in 1999 to 9.60 lakh or 91.20 per cent in 2017. As against this, the share of buffaloes has declined from 1.44 lakh or 14.40 per cent in 1999 to 0.88 lakh or 8.80 per cent in 2017. In the mean while, there are ups and downs in absolute and percentage terms. When both the cows and buffaloes are put together, there is a slight increase from 10 lakh in 1999 to 10.48 lakh in 2017.

Table 1: Census wise Quinquennial Livestock in Chittoor District during 1999-2017
(fig.in lakhs)

Name of specie	1999	2003	2007	2012	2017
Cows	8.56 (85.60)	8.36 (85.40)	11.04 (88.75)	9.25 (91.70)	9.60 (91.20)
Buffaloes	1.44 (14.40)	1.42 (14.60)	1.40 (11.25)	0.83 (8.30)	0.88 (8.80)
Total	10.00 (100)	9.78 (100)	12.44 (100)	10.08 (100)	10.48 (100)

Note: Figures in brackets indicate the percentage to total.

Source: Relevant **Annual Reports** of Animal Husbandry Department, Chittoor.

It may sum up that there is an increase in the number of cows while a declined in the number of buffaloes during the period. This may be attributed to a number of causes which are not far to seek.

Scheme wise number of cattle acquired and amount spent on them in Chittoor district during 2013-17 is given in the Table 2. A glance at the Table reveals that under Scheduled Castes (SC's) plan, 5782 animals were acquired by spending an amount of Rs. 335.24 lakhs in 2013. By 2017, the former and latter have gone up to 10201 and Rs. 774.79 lakhs respectively. Under NSP Rs. 563.04 lakhs were spent on 9711 animals in 2013 while Rs. 70.21 lakhs on 1101 animals in 2016. In the case of RKVY

scheme, the former and latter were Rs. 136.43 lakhs and 2353 animals during 2013 whereas Rs. 37.25 lakhs and 4125 animals in 2015. For mini dairies/ pala pragathi kendralu, Rs. 154.46 lakhs were spent on 600 animals during 2017 only. It may be said that varying amounts were incurred for acquiring cattle during 2013-17 in the district. However, in 2017 only amount was incurred on mini dairies/ Pala Pragathi Kendralu. There are fluctuations in the amount spent on cattle and no amount was spent in certain years. The reason may be that the state government has not allocated and spent any amount in this regard.

Table 2: Scheme – wise Number of Cattle acquired and amount Spent in Chittoor District during 2013-17

(Rs. lakhs)

Year	SCP		NSP		RKVY		mini dairies / pala pragathi kendralu	
	No. of animals	Amount	No. of animals	Amount	No. of animals	Amount	No. of animals	Amount
2013	5782	335.24	9711	563.044	2353	136.43	-	-
2014	-	-	-	-	12707	1143.63	-	-
2015	2808	162.81	6369	465.81	4125	37.25	-	-
2016	5409	403.99	1104	70.21	-	-	-	-
2017	10201	774.79	-	-	-	-	600	154.46

Notes: SCP: Scheduled caste plan

RKVY: Rashtriya krishi vikas yojana : NSP: Non- Scheduled Caste Plan

Source: Collected from the records of Animal Husbandry Department, Chittoor.

The growth in the live stock population in Chittoor district in 20th census over 19th census in terms rural and urban is given in the Table 3. The population is divided between cattle and buffaloes. It can be observed from the Table that in the rural, cattle has increased from 907193 in 19th census to 949485 in 20th census. The absolute increase is 42292 while in percentage terms,

it stood at 4.66. In the case of urban, the progress is 6558. It is 20583 in 19th census whereas 27151 in 20th census. The rate of growth in the latter over the former is 31.86 per cent. When rural and urban are considered together, the live stock population has increased to 976636 in 20th census from 927776 in 19th census.

Table: 3 Growth of Live Stock between 19th and 20th Census in Chittoor District.

Item	19 th census	20 th census	Increase	% of increase
Cattle				
Rural	907193	949485	42292	4.66
Urban	20583	27151	6558	31.86
Total	927776	976636	48850	5.27
Buffalos				
Rural	78999	86507	7508	9.5
Urban	5416	4103	-1313	-24.24
Total	84415	90610	6195	7.34
Grand total	1012191	1067246	55045	5.44

Source: Collected from the records of Animal Husbandry Department, Chittoor

The rise is 48850 or 5.27 per cent in the latter over the former. In the case of buffalos, the rural has gone up from 78999 in 19th census to 86507 in 20th census. This has registered an increase of 7508 or 9.50 per cent. A converse situation prevails in urban location. There is a decline by 1313 or 24.24 per cent in 20th census up on 19th census. The former and latter stood at 4103 and 5416 respectively. If both the areas are taken as a whole, the live stock has gone up from 84415 in 19th census to 90610 in 20th census. The progress is 6195 or 7.34 per cent. When both the urban and rural are considered together, the live stock has increased from 1012191 in 19th census to 1067246 in 20th census. The growth is 55045 or 5.44 per cent. It may be concluded that, as a whole, there is a growth in the live stock in Chittoor district during the aforesaid census period. Further, the growth

in buffaloes is relatively more than that of cattle. Furthermore, there is an increase in cattle in the urban area as against a decline in buffaloes in the same area.

2. Milk production

Year wise, specie- wise and category-wise milk Production in the District during 2008-17 is depicted in the Table 4. A glance at the Table reveals that the milk production from indigenous cattle has gone up 790 MTs in 2008 to 1520 MTs in 2017. While the crossbreed cattle has accounted for 4350 MTs in the former and 8810 MTs in 2017. There is a gradual growth in both the categories of species. The milk produced from graded murrah buffaloes have increased from 920 MTs in 2008 to 1350 MTs in 2017. Similarly, the descriptive buffaloes have

Table 4: Year wise, Specie- wise and Category-wise Milk Production in Chittoor District during 2008-17

(000' MTs)

Year	Cattle		Buffaloes	
	Indigenous	Crossbreed	Graded murrah	Descriptive
2008	0.79	4.35	0.92	0.34
2009	0.84	4.88	0.82	0.16
2010	0.96	5.83	0.86	0.18
2011	1.04	6.36	0.95	0.14
2012	1.12	6.80	1.02	0.44
2013	1.20	7.20	1.09	0.74
2014	1.28	7.61	1.16	1.04
2015	1.36	8.01	1.21	1.24
2016	1.44	8.40	1.28	1.64
2017	1.52	8.81	1.35	1.94

Source: Government of AP, **Integrated Sample Survey Report on Estimates of**

Major Livestock Products, Hyderabad and Government of A.P. **Veterinary, Infrastructure Facilities,** Animal Husbandry Department, Hyderabad, and relevant **Annual Reports** of Animal Husbandry Department, Chittoor .

constituted 340 MTs in 2008 whereas 1940 MTs in 2017. It may be noted that there are fluctuations in the quantum of milk yield from buffaloes only. On the whole, there is an increase in the milk produced from cattle and buffaloes during the period. This may be an account of the measures initiated by government. Therefore, number of animals has gone up and consequently milk production has increased during 2008 - 2017

Year wise and category wise production of milk through cattle and buffaloes and per capital availability is given in the Table 5. It can be observed from the Table that the milk obtained from cattle has gradually gone up from 5140 MTs in 2008 whereas 8400 MTs in 2017. Like this, milk from buffaloes has increased from 1260 MTs in 2008 to 2200 MTs in 2017. The total milk produced in Chittoor district, when both the categories are put to gather, it has gone up

Table 5: Year –wise and Category –Wise Production and Per Capita availability of Milk in Chittoor District during 2008-17 (000' MTs)

Year (1)	Cattle (2)	Buffaloes (3)	Total (4)	% of col. (2) to col. (4) (5)	Per capita grms/day
2008	5.14	1.26	6.40	80.31	463
2009	5.74	0.98	6.70	85.54	492
2010	6.81	1.04	7.83	86.75	580
2011	7.40	1.09	8.49	87.16	592
2012	7.92	1.46	9.38	84.43	612
2013	8.00	1.86	9.86	85.23	625
2014	8.08	1.92	10.00	86.75	637
2015	8.20	2.00	10.20	86.92	649
2016	8.32	2.08	10.40	87.00	661
2017	8.40	2.20	10.60	87.12	673

Source: Government of A.P, Integrated Sample Survey Report on Estimates of Major Livestock

Products, Hyderabad and Government of A.P. Veterinary Infrastructure Facilities,

Animal Husbandry Department, Hyderabad.

from 6400 MTs in the former to 1060 MTs in the latter. The proportion of cattle in the total milk produced in the district has increased from 80.31 per cent in 2008 to 87.12 per cent in 2017. On the other hand, there is a decline in the share of buffaloes. The per capita availability in the district has short up from 463 grams per day in 2008 to 673 grams per day in 2017. It may be concluded that there is a substantial increase in the production of milk in the district during 2008-17. Of the total milk produced in the district, cattle have formed more than 80 per cent and the rest is accounted for buffaloes. Consequently, the availability of milk per day has substantially increased in the district.

3. Pourers and MPIs

According to the data provided by the district administration, when all the 66 mandals are taken as a whole, the number of pourers is 31168. at the end of 2017 among the mandals, madanapalli mandal ranks 1st with share of 1884 pourers followed by Bangarupalyam mandal where as the least 293 in vijayapuram mandal.. With regard to MPIs, Madanapalli and Bangarupalyam have ranked 1st and 2nd respectively. In thottambedu mandal, the number of MPIs are the least at 3. It may be said that the pourers and MPIs vary across the mandals in the

district. This is due to several actors and factors that influence dairying in each mandal

4. Bulk Milk Chilling Units

Year wise milk procured by Bulk Milk Chilling Units (BMCUs) in Chittoor districts during 2013-18 is furnished in the Table 6. It can be observed from the Table that the number of BMCUs was 73 in 2013. It has remarkable gone up to 116 in the following year

and stood as such till 2018. The milk procured by them was 804.74 lakh liters in 2013 whereas 283.30 lakh liters in 2018. It shows that there are wide variations in the milk procured by BMCUs. There is a continuous decline in the percentage of change in the current year over the previous year during the period. However, the fluctuations are volatile. The turnover of BMCUs was Rs. 24142.38

Table.6: Year- wise Milk Procured by BMCUs in Chittoor District during 2013-18

Year	No. of BMCUs	Procurement (lakh /liters)	% of change over previous year	Turnover (Rs.lakhs)
2013	73	804.74	(10.71)	24142.38
2014	116	592.40	(35.84)	17772.21
2015	116	794.02	(34.03)	23820.66
2016	116	738.80	(6.95)	22164.04
2017	116	646.67	(12.46)	19400.23
2018	116	283.30	(56.19)	8499.01

Source: Collected from the records of District Rural Development Agency, Chittoor.

lakhs in 2013 whereas Rs. 8499.01 lakhs in 2018. It appears that there is a correlation between procurement and turnover of milk. It may be summed up that there is no increase in the number of BMCUs during 2014 and 2018. The procurement milk has substantially declined with fluctuations during the period. The same trend is reflected in the turnover of milk.

5. Milk dairies

The details of milk dairies in terms of year of commencement of operations, capacity and procurement of milk per day and the level of utilizations are provided in the Table 7. The milk dairies in the districts were established during 1993-2010. Of the dairies 7 were established before 2000.

The rest, came into being from 2000. The capacity varies very widely between

Table 7: Details of Dairies in Chittoor District during 1998 - 2017 (Liters)

Name of dairy	Year of commencement	Per day		% of utilisation
		Capacity	Procurement	
Parag	2010	30000	60000	200
Sri Venkateswara	1999	38000	59000	155.26
A.P	2007	30000	45000	150
Jyothi Dairy	2010	30000	44000	146.66
Srinivasa Dairy	2006	50000	67000	134
Balaji	1998	150000	176000	117.33
Sivaskthi	1999	50000	55000	110
Venkateswara	2002	10000	11000	110
Lakshmi	2007	10000	10000	100
Avin Foods Ltd	2001	10000	9000	90
Dodla	1999	300000	265000	88.33
Thirumala	2002	1000000	800000	80
Shreeja	2014	450000	345000	76.60
Nandi	2009	50000	35000	70
Tharuni	2004	50000	32000	64
Vision	2006	50000	28000	56
Heritage	1993	500000	240000	48
Chandra	2002	50000	23000	46
Govardhana	2009	50000	23000	46
Siddartha	1998	50000	21000	42
Jecry Cream Line	2002	198000	76000	38.38
Vallaabha dairy Pvt.Ltd	2017	200000	75000	37.50
Sai	2007	50000	18000	36
Dianamic	2010	30000	10000	33.33
Agri Gold	2004	100000	27000	27
Balamurugan	1998	150000	40000	26.66
Madhu milk products	2006	20000	500	2.50
Srikalahasti Milk Supply Society Ltd	2006	30000	700	2.33
Sri Vijaya	2002	NA	5000	0

Source: Animal Husbandry Department, Annual Report 2017, Chittoor.

10,000 and 10,00,000 liters per day. The procurement is in the range of 500-8,00,000 liters per day. The capacity utilization is the highest at 155.26 per cent in Sri Venkateswara while the least at 2.33 per cent in SriKalahasti Milk Supply Society Ltd. It may be said that the milk dairies originated in the district since 1993. The installed capacity, procurement and percentage of capacity utilization has significantly varied across the dairies. The utilized capacity is low in the recently established dairies.

6. CONCLUSION

It may be concluded that there is remarkable progress in dairying in Chittoor district during 2008-2017. This is because of the efforts of government of India, AP and district administration. A variety of programmes and schemes were implemented in the district. These have prompted the public to undertake dairying due to inadequate rain fall and frequent famine and drought conditions in the district. There is an uneven growth across the live stock population, infrastructure pourers, MPIs, BMCUs and mini dairies over the mandals in the district. Consequently, milk production gone up in the district during the reference period.

Reference:

1. Relevant **Annual Reports** of Animal Husbandry Department, Chittoor.
2. **Data** collected from the records of Animal Husbandry Department, Chittoor.
3. Government of AP, **Integrated Sample Survey Report on Estimates of Major Livestock Products**, Hyderabad and Government of A.P. **Veterinary Infrastructure Facilities**, Animal Husbandry Department, Hyderabad.