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An economic analysis of cattle feeding in Karnataka: A study in Shikaripura taluk

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Abstract

Indian economy is basically an agricultural economy. Growth of Indian economy depends on the growth of the agricultural sector. Available evidence suggests that whenever there is a slowdown in agriculture growths, the overall growth rate of the economy follows the same pattern. Agro-based industries need to have a faster growth rate. It is at this juncture that we have to understand the role of cattle feed industry in India. This paper, intended to study the profit of the industry and company with respect to KMF. Develop the actual work experience. Understand the major functions along with products and services of the organization. The paper depends on both primary and secondary sources of information.

Keywords: Cattel feeding, income, population, agricultural development, milk proportion

Introduction

Indian economy is basically an agricultural economy. Growth of Indian economy depends on the growth of the agricultural sector. Available evidence suggests that whenever there is a slowdown in agriculture growths, the overall growth rate of the economy follows the same pattern. Agro-based industries need to have a faster growth rate. It is at this juncture that we have to understand the role of cattle feed industry in India.

The Indian feed industry is about 35 years old. It is mainly restricted to dairy and poultry feed manufacturing, the beef and pork industry is almost non-existent. The quality standards of Indian feeds are high and up to international levels. Raw materials for feed are adequately available in India. The industry's production is about 3.0 million atonnes, which represents only 5percent of the total potential, and feed exports are not very high. The feed industry has modern computerized plants and the latest equipment for analytical procedures and least-cost ration formulation and it employs the latest manufacturing technology. In India, most research work on animal feeds is practical and focuses on the use of by products, the upgrading of ingredients and the enhancing of productivity. The country has entered into a period of liberalization and this is bound to influence the livestock industry. The per capita consumption of milk, eggs and broiler meat will grow. The Indian feed industry is undergoing a very exciting phase of growth for the next decade.

Cattle feeding production system have separate advantages and disadvantages. Most cattle have a diet that is composed of at least some forage grass, legumes, or silage. In fact, most beef cattle are raised on pasture from birth in the spring until autumn 7 to 9 months. Then for pasture-fed animals, grass is the forage that composes all or at least the great majority of their diet. Cattle fattened in feedlots are fed small amounts of hay supplemented with grain, soy and other ingredients in order to increase the energy density of the diet.

Cattle feeding routines are quite traditional farmers select their own ingredients and make their own mixtures of feed. The productivity of cattle is restricted because of their poor genetic make-up. This means that even if such cattle were offered high-quality compound feed, productivity may not see an increase. Oil cakes, maize and cereal by products are important ingredients of cattle feed. Coarse grains and cottonseed are usually added to make a balanced feed mixture. Other products like mango seed kernel, neem cake, soya pulp, wheat bran, pollard, broken rice, wheat germ and whey powder may also be used for feeding livestock.

Review of Literature

A study on V.N. Amble (1965) ^[1] entitled "Feed Requirement of Bovines and Possibilities of Meeting Them", reported that there is shortage in the production of by products such as green cakes, bran, husk and straw.

He recommended four steps to encourage farmers to cultivate green fodder. A.R. Rayapurohit (1975) in this study "Cross Breeding of Indian cattle-An Evaluation", revealed the mismatch between the requirement and availability of feed. According to his observation there is a vicious circle of low feeding and low yielding. Chronic shortage of feed and fodder and poor nutritive value of such feed available have lowered the production capacity and fertility of Indian livestock. B.B. Singh (1975) [9], in his research article entitled "Economics of Production of Milk", he found that marginal value product of concentrates was the highest and hence highly significant indicating a scope for increased use of concentrates to enhance milk output. P.S. George and K.N. Nair (1990) [4] in their research paper entitled "Livestock Economy of Kerala", observed that for improving the economic viability of milk production, reduction in cost of production is inevitable through continuous monitoring of price of feed any by resource like subsidy, providing, adequate and prompt health care to animals, purchase of highly yielding animals etc.

Objectives of the Study

- To study the profit of the industry and company with respect to KMF.
- To develop the actual work experience.
- To understand the major functions along with products and services of the organization.

Methodology: Primary data are those, which are collected afresh and for the first time, and thus happen to be original in character. It is the backbone of any study. It is obtained from respondents with the help of widely used and well-known method of survey, through a well-structured questionnaire. Secondary data are those which have already been collected by someone else and which have already been passed through the statistical process. In this case one is not confronted with the problems that are usually associated with the collection of original data. Secondary data is collected from web sites and annual publications of the company. In this study secondary source used is websites.

Table 1: Classification of the Respondents based on Gender

Sl. No.	Gender	No. of Respondents	Percentage
1	Male	10	62.50
2	Female	06	37.50
	Total	16	100.00

Source: Data gathered through primary investigation

From the data presented in the table-1 shows, it can be observed out of 16 respondents interviewed, about 62.50percent of the respondents belong to Male, and 37.50 percent of the respondents belong to Female.

Table 2: Classification of the Respondents based on Age

Sl. No.	Age Group	No. of Respondents	Percentage
01	15-30years	06	37.50
02	31-40years	04	25.00
03	41-50years	04	25.00
04	Above 50	02	12.50
	Total	16	100.00

Source: Data gathered through primary investigation

Above the tabl-2 shows the age classification of the

respondents. Out of 16 respondents interviewed, 37.50 percent of the respondents belong to the age group of 15-30 year, 25.00percent of the respondents belong to the age group of 31-40 years, 25.00 percent of the respondents belong to the age group of 41-50 years and 12.50 percent of the respondents belong to the age group of above 50 years.

Table 3: Classification of the Respondents on basis of Marital Status

Sl. No.	Marital Status	No. of Respondents	Percentage
01	Married	08	50.00
02	Unmarried	06	37.50
03	Widow	02	12.50
	Total	16	100.00

Source: Data gathered through primary investigation

The above table shows that classification of the respondents based on their marital status. Out of 16 respondents' interviewed, 50 percent of the respondents are married, 37.50 percent respondents are unmarried and 12.50 percent respondents are widow.

Table 4: Classification of Respondents basis of Type of Family

Sl. No.	Type of Family	No. of Respondents	Percentage
01	Nuclear	10	62.50
02	Joint	06	37.50
	Total	16	100.00

Source: Data gathered through primary investigation

Data presented above the table-4 shows the classification of the respondents in type of family. Out of the 16 respondents interviewed 62.50 percent respondents' opinion by nuclear family, and 37.50 percent respondents' opinion by the joint family.

Table 5: Classification of Respondents based on Annual Income

Sl. No.	Annual Income	No. of Respondents	Percentage
01	11.000 to 15.000	06	37.50
02	15.000 to 20.000	07	43.75
03	20.000 to 30.000	03	18.75
	Total	16	100.00

Source: Data gathered through primary investigation

From the above table it is clear that out of the 16 respondent sinter viewed, 37.50 percent of the respondents belong to income of Rs. 11.000 to 15.000, 43.75 percent of the respondent's income between Rs.15.000 to 20.000 and 18.75 percent of the respondents belong to income Rs. 20.000 to 30.000.

Table 6: Classification of Respondents Based on Other Source of Income

Sl. No.	Opinion	No. of Respondents	Percentage
01	Yes	03	18.75
02	No	13	81.25
	Total	16	100.00

Source: Data gathered through primary investigation

From the above table it is clear that out of the 16 respondents interviewed. 18.75 percent of the respondents' opinion of the yes and 81.25 percent of the respondents' opinion of the no.

Table 7: Classification of Respondents Based on the have Subsidies and Bonus from the Factory

Sl. No.	Opinion	No. of Respondents	Percentage
01	Yes	12	75.00
02	No	14	25.00
	Total	16	100.00

Source: Data gathered through primary investigation

From the above table it is clear that out of the 16 respondents interviewed. 75.00 percent of the respondents have subsidies and bonus from the factory opinion for yes, 25.00 percent of the respondents has subsidies and bonus from the factory opinion for no.

Table 8: Classification of Respondents based on Factory Environment

Sl. No.	Factory Environment	No. of Respondents	Percentage
01	Good	08	50.00
02	Satisfied	08	50.00
	Total	16	100.00

Source: Data gathered through primary investigation

From the above table it is clear that out of the 16 respondents interviewed. Out of 50.00 percent of the respondents of the opinion for factory environment was good and 50.00 percent of the respondents of the opinion factory environment was satisfied.

Table 9: Classification of Respondents based on Occupation

Sl. No.	Occupation	No. of Respondents	Percentage
01	Agriculture	11	68.75
02	Fishers	-	-
03	Business	05	31.25
	Total	16	100

Source: Data gathered through primary investigation

Data presented shows the classification of the respondents based on occupation. It is clear that out 16 respondents interviewed. Most of the respondents that means 68.75 percent respondents involved in agriculture, otherwise 31.25 percent respondents involved in business.

Table 10: Classification of Respondents based on Agricultural Land

Sl. No.	Opinion	No. of Respondents	Percentage
01	Yes	13	81.25
02	No	03	18.75
	Total	16	100.00

Source: Data gathered through primary investigation

From the above table it is clear that out of the 16 respondents interviewed. 81.25percent of the respondents have the agricultural land and 18.75 percent the respondents there is no have the agricultural land.

Table 11: Classification of Respondents based on Cattle Feed Used

Sl. No.	Cattle Feed Used	No. of Respondents	Percentage
01	Godrej	02	12.5
02	Aroggya	03	18.75
03	KMF	10	62.5
04	Others	01	6.25
	Total	16	100

Source: Data gathered through primary investigation

From the above table it is clear that out of the 16 respondents interviewed. 12.50 percent of the respondent used Godrej Company cattle feed, 18.75 percent of the respondent used Aroggya company cattle feed, 62.50 percent of the respondent used KMF Company cattle feed and finally 6.25 percent of the respondent used others company cattle feed.

Table 12: Classification of the Respondents based on Currently Using

Sl. No.	Feed	No. of Respondents	Percentage
01	Home mix	10	62.50
02	Compounded	06	37.50
	Total	16	100.00

Source: Data gathered through primary investigation

From the above table it is clear that out of the 16 respondents interviewed. Out of 62.50 percent of the respondents used in home mix feed, and 37.50 percent of the respondents used Compounded feed.

Table 13: Classification of Respondents based on Like the Particular Feed

Sl. No.	Feed	No. of Respondents	Percentage
01	Price	02	12.50
02	Quality	10	62.50
03	Any other	04	25.00
	Total	16	100.00

Source: Data gathered through primary investigation

From the above table it is clear that out of the 16 respondents interviewed. 12.50 percent of the respondents like used the particular feed for price. 62.50 percent of the respondents like used the particular feed for quality and 25.00 percent of the respondents like used the particular feed for other reasons.

Table 14: Classification of Respondents like Purpose of Using Milk

Sl. No.	Using of Milk	No. of Respondents	Percentage
01	Sale	06	37.50
02	Own Consumption	04	25.00
03	Both	06	37.50
	Total	16	100.00

Source: Data gathered through primary investigation

From the above table it is clear that out of the 16 respondents interviewed. 37.50 percent of the respondents using of milk like Sale. 25.00 percent of the respondents using of milk like own consumption, and 37.50 percent of the respondents using of milk like in both.

Summary of Findings

- Cattle Feed Plant Sanda is serving rural region by way of procuring raw material through farmers.
- As most of the farmers are using concentrate feed once in a day.
- KMF feed has good market penetration in Shivamogga District compared to other districts
- Co-operative dairy are the major source of information and purchasing force behind the farmers.
- I found 30-50 years age group farmers like KMF feed because they are much experienced about the cattle feed.
- The advertisement in local newspaper and local

television is very low.

- Nandini products have a good brand image
- Pricing strategies of Nandini is appreciated by its customers
- There is a shortage of feed in most of the areas due to lesser availability.

Conclusion

It may be concluded that it was an exciting experience to me while I undertook my project with KMF Cattle Feed Plant Sanda. From this project we learnt about the how the organization will work systematically. KMF Cattle Feed Plant Sanda is reputed organization which has development its good will in the market to compete with other famous brands such as Komal feeds etc. It has to adopt modern technology in the production process and can do better marketing compared with others. It has to decrease the rate of the bag for helping poor farmers to buy sufficient food for cows. Cattle Feed Plant Sanda in functioning well for the social as well as economical up liftmen of the rural population, to survive in the market the company needs to adopt an aggressive marketing policy as of competitors.

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