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“PRODUCTION AND MARKETING PERFORMANCE OF MINI DAIRY PLANT
AT CATTLE BREEDING FARM JAU JUNAGADH”

ABSTRACT

Key words: Cost of milk production, Resource use efficiency

The study on “Production and marketing performance of mini dairy plant at cattle breeding farm JAU Junagadh” was undertaken to measure the cost of milk production and resource use efficiency of milk. The objectives of study were (1) To work out cost of production of cow and buffalo milk, (2) To estimates marginal value productivity and return to scale, (3) To work out cost of processing and marketing of milk, (4) To compare the return from cow and buffalo milk, (5) To find out customers satisfaction level among different milk brands. The survey under study was carried out in campus of Junagadh Agricultural University of Junagadh district. Multistage sampling technique was adopted for the completion of study. At the first stage, Junagadh Agricultural University was selected purposively. At the second stage, 120 respondents were selected purposively from Junagadh Agricultural University. The simple tabular analysis and graphical method (through bar graph, pie graph, and line graph) was adopted for completing the study. Standard cost concept was used for estimating the cost of cow and buffalo milk production. Cobb Douglas production function was used to determine the resource use efficiency of variables. Likert scale technique was use for customer satisfaction level of CBF milk. The per litre cost of milk production for cow was Rs. 24.88, 25.30 and 23.82 in year 2014, 2015 and 2016 respectively; for buffalo it was Rs. 34.56, 34.85 and 34.32 in year 2014, 2015 and 2016 respectively. The average cost of production per cow during dry period was Rs 124, 194 and 259 in year 2014, 2015 and 2016 respectively; and for buffalo it was Rs. 202, 257 and 312 in year 2014, 2015 and 2016 respectively. In case of cow return to scale is less than one (0.15) it indicate that there is over utilization of resources. So by less use of resources we reach the optimum level of output. In case of buffalo the return to scale is higher than one (1.33) it indicated that there is under utilization of resources. There is scope for increasing milk production by increasing the input factors. Majority of CBF consumers are satisfied with hygienic, quantity and price as compare to other milk brands.