

## STUDY OF DAIRY SECTOR IN POTENTIAL DISTRICTS OF RAJASTHAN (INDIA) ALONG WITH ITS MARKET ANALYSIS

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### ABSTRACT

India is now world's largest milk producer, accounting 16% of world's total milk production with Indian dairy contributing 22% to Agriculture GDP. India has one of the largest livestock populations in the world of 57.3% buffaloes and 14.7% cattle globally. India is the largest producer & consumer of milk with a production of 132.9MMT/annum and per capita milk availability of 290g/day. India is set to become world's most populated country by 2030 with around 1.53billion people and 19 % of world's population by the same time. The dairy sector in the India has shown remarkable development in the past decade and India has now become one of the largest producers of milk and value-added milk products in the world.

In this study the milk market of Rajasthan was analyzed as Rajasthan is 2<sup>nd</sup> largest milk producing state with large milk pool. The study includes thorough assessment about the demand of different milk and milk variants (ghee, buttermilk, lassi, paneer, dahi, butter) in potential districts of Rajasthan i.e., Jaipur, Jodhpur, Kota, Alwar, Ajmer, Bharatpur and Bikaner through detailed study of 100 farmers, 20 industry experts, 50 retailers, 50 distributors and 80 consumers. The ranking of different milk and milk products was also carried out through the study. The perception of farmers regarding the working, payments and other benefits provided by the exiting cooperative dairies in Rajasthan and the preference of consumers regarding the purchase of a particular milk or milk products and related factors (quality, price, availability and brand name) effecting the purchasing behaviour was also the part of the study.

**KEYWORDS:** Cooperative Dairies, Dairy Variants, Milk Potential, Purchasing Behaviour